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# the American Perfumer and ESSENTIAL OIL REVIEW

C O S M E T I C S - S O A P S - F L A V O R S

EST. 1906

WILLIAM LAMBERT  
Editor

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Technical Editor

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# PURITY AND UNIFORMITY



Purity and uniformity are but two of the outstanding characteristics of METHOCEL that have led to its extensive use in the drug and cosmetic field. Inertness, neutrality, and compatibility with a wide range of materials make it valuable for a long list of widely varied products. Liquid dentifrices, shampoos, emulsified hand lotions, lipsticks, and medicinal products are a few of the many to benefit from METHOCEL.

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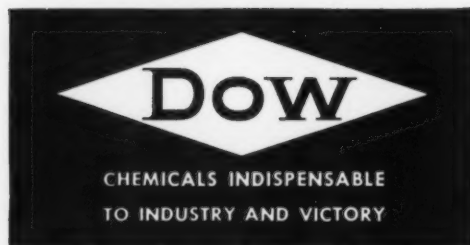
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# METHOCEL

(DOW METHYLCELLULOSE)



# desiderata

*Comment on interesting new chemical developments and their application to cosmetics and toiletries.*

by MAISON G. DENAVARRE

## NEW EMULSIFIER

For some time we have fooled with a rather unique emulsifier that can be used in making cosmetic creams. It takes about 6 per cent of the material to do the job, properly blended with lanolin, petrolatum, mineral oil and water. The whole trick is in the manipulation, although formulation is quite as essential. Emulsions made with it remain stable throughout wide ranges of temperature.

## CAPS

Notwithstanding what I said in the last issue about concentrating cosmetics, some products in jars may have to be put into bottles inasmuch as in the latter instance it takes much less material to make a closure for much more cosmetic. Some may have to be sold dry in bottles; others, dry in paper boxes. Even some creams may have to be sold in paper boxes. All this is because the cap situation gets tougher day by day or am I telling you something?

## AMMONIA REPLACEMENT

It seems that some people got the idea from my article appearing on page 48 of the January issue of THE AMERICAN PERFUMER that the switch-over from ammonium carbonate or hydroxide (ammonia water) to ammonium sulfate could be accomplished just as easily as it could be figured on paper. *Such is not the case.* The article intended to show how it could be done *if it had to be done.* It stressed the ratio of ingredients required to produce *theoretically* the equivalents of the desired car-



bonate. In a solution that was sufficiently alkaline, together with the use of heat, it is *theoretically* possible to produce the amounts of ammonium carbonate from the proportions of the reactants mentioned.

The high proportion of electrolytes resulting from such replacement was expected to play havoc with emulsified products. The fact is, as many of you may have already found out, most emulsions are quite quickly split — if they form at all.

It was further mentioned that it would be necessary to check the waving properties of solutions made with such replacements of ammonium carbonate (sodium or potassium carbonates mixed with ammonium sulfate). The high residue content probably would not interfere much since it could be washed off—if it did not affect adversely the waving properties.

Most people seemed to get the right slant from the article, but some did not. I do not *recommend* such replacements for ammonium carbonate . . . but if you can't get ammonium carbonate then there is no alternative, that is, if you still want ammonium carbonate in the solution. However, since ammonia water is not restricted, you should see if you can't work out something using it

along with potassium carbonate preferably or with sodium carbonate and the other ingredients you are using in your permanent waving solution.

## DIVERSIFICATION

A tea packer and grower now makes dehydrated soup, an ice-box manufacturer makes airplane wings and guns, a nail polish leader invades the lipstick market, a hosiery house sells cosmetics. Some diversification! Maybe there is an idea in this for you if you think that your company seems vulnerable. If you are a one or two product house, then you are in a bad spot. Diversify!

## REPLACEMENTS BULLETIN

There are still some available copies of the Replacements bulletin. If you don't have yours, write on your company letterhead and request it. If you are a subscriber, one copy of the bulletin is free. This bulletin embraces replacements and substitutes for the various materials used in cosmetic manufacture. It is something you will be glad to know about if you already are not looking for such supplies. Products are listed by both chemical and trade names. Get your copy while the bulletins last.

## AMMONIA WATER NOT RESTRICTED

As many know, both ammonia water and ammonium carbonate were to have been restricted, with the turn of the year, from use in permanent waving solutions, among other things. I am told now that only the carbonate has been restricted and that ammonia water may still be bought for, and used in, making permanent waving solutions. Perhaps this "break" came from the knowledge that the toilet goods industry uses so little ammonia in making permanent waving solutions. It is a big help to all concerned.

## TALC

There appears to be plenty of talc available that is not restricted by WPB order. While the iron and lime run a bit higher than in high grade steatite talc, nevertheless it is good talc and very

## **HELIOCRETE "Schimmel & Co."**

**I**N the face of present scarcities, the scores of satisfied users of our Heliocrete continue to receive supplies as before.

Heliocrete is four times stronger than Heliotropin and ten times closer to the natural odor.

Effective as a fixative, it is stable against alkali, economical, and has no chemical odor.

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Write us on your firm's letterhead  
for experimental samples.



satisfactory for use in cosmetics. If you don't know whom to contact, try the advertisers of THE AMERICAN PERFUMER.

#### CREAM COLOGNE

In making cream cologne, the thin emulsion that everyone likes so well, be sure that your emulsion is stable at temperatures of 100° F. and 30-32° F. Even sub-freezing temperatures should be used. Many emulsions are stable in the cold, but they cream or break when kept warm and vice-versa. If you use a polyhydroxy stearate, be sure your product does not gel after a couple of weeks or months. Another point to keep in mind is that many perfume compounds will discolor in such emulsions. They practically all go flat, hence special "cream cologne compounds" that have enough lift should be used. At least 2 per cent of the perfume compound should be used. A little alcohol will not hurt either the lift or the emulsion but will do nothing to prevent freezing in cold weather.

#### WALNUT OIL

In the course of research on the manufacture and refining of walnut oil, cosmetics have been made by standard cosmetic formulas. Results indicate definitely that this oil is quite satisfactory for all such products in which almond or high grade kernel oil is used.

Keeping qualities of cosmetics made with walnut oil have been found equal to those of cosmetics now on the market, at least for the four to six months period in which it was tested.

Walnut oil has a clear color giving uniformity throughout the products in which it is used. By processing, it may be made into a practically water white oil. It has a clean, sweet odor and flavor and blends well with other ingredients and its emulsifying properties are excellent, the resulting emulsions being stable.

The volume of walnut production in California is such as to assure manufacturers that adequate supplies of walnut oil will be constantly available.

Following is an analysis of the essential chemical and physical characteristics of the oil:

Specific gravity at 25°/25° C. . . . . 0.9225  
Refractive index at 25 C. . . . . 1.4750  
Iodine number (Wijs) . . . . . 150.6  
Saponification number . . . . . 193.2  
Unsaponifiable matter . . . . . 0.32%  
Free fatty acids (as oleic) . . . . . 0.02%  
Saturated acids (glycerides) . . . . . 5.9%  
Unsaturated acids (glycerides) 93.1%

Thus another product of use to the cosmetic manufacturer in these days of shortages has been brought to light by research work. Its application and development will be watched with interest.

## QUESTIONS & ANSWERS

#### 427. BRUSHLESS SHAVE CREAM

*Q: Please give us a formula for the preparation of a brushless shaving cream. F. J., Pa.*

*A:* A brushless shaving cream can be developed from either a polyhydroxy stearate or stearic acid. If stearic acid is the base, the following formula will indicate a line of experimentation:

Stearic Acid . . . . .	16	parts
Lanolin . . . . .	3	"
Mineral Oil . . . . .	9	"
Glycerin . . . . .	5	"
Triethanolamine . . . . .	1.8	"
Borax . . . . .	1.8	"
Water, to make . . . . .	100	"

Melt the fats and bring to 75°C. Separately dissolve the alkalis and glycerin and water and bring to 75°C. Add the water to the fats under constant agitation. Perfume at 45°C. This formula is taken from deNavarre's *Chemistry & Manufacture of Cosmetics*.

#### 428. THICKENING SHAMPOOS

*Q: In your Question and Answer Column, Answer No. 412, you suggest the use of potassium chloride as an ingredient of peanut oil shampoo. Will you please explain why it is included in the formula. L. H., Ind.*

*A:* Potassium chloride is used in shampoo preparations to thicken the product. Sometimes this thickening effect is greater than at other times and is dependent on the formula.

#### 429. CREAM WAVING SOLUTIONS

*Q: I am desirous of making a creamy permanent wave solution, similar to the one produced by "Newstyle." Can you help me? Do you think they use Dupanol C? Any help will be greatly appreciated. F. D., Pa.*

*A:* The production of a creamy permanent waving solution requires the use of an emulsifying agent that is stable, or rather capable of maintaining stability, at a high pH and in the presence of a large proportion of highly ionized electrolytes. Few of the emulsify-

ing agents available are capable of producing a stable emulsion, under these circumstances. Certain sulfonated oils, however, will work satisfactorily. The names of the suppliers of such oils are sent to you under separate cover.

#### 430. GUMS FOR TOILETRIES

*Q: We wonder if you would be good enough to give us some brief background on the following gums: Gums arabic, tragacanth, locust bean. Which have found use in the toilet goods industry? Which has the largest use? Why? What is the normal market price? What is the price today? What substitutes have been found for these? Are they successful? M. E. N., Pa.*

*A:* The gum most used in the industry is probably karaya. (Another widely used is quince, neither of these two are mentioned in your list). Next most widely used would be tragacanth. Locust and acacia are not much used. Karaya continues to be available. The alginates and methyl cellulose are used in place of quince and tragacanth. The current and previous prices can be found in THE AMERICAN PERFUMER under "Prices in the New York Market." We expect the market for these to continue after the war as well as for the replacements. Each has its place. Price at that time will be an influencing factor.

#### 431. HAND LOTION SUBSTITUTES

*Q: Please send us your Replacement Bulletin. Since it is next to impossible to get triethanolamine, and we use this in a hand lotion, we would like to have you suggest a substitute. H. J., N. Y.*

*A:* Triisopropanolamine (mixed) is still available. Try this out in your formula. Potassium and sodium hydroxides also can be used. Or a mixture of potassium hydroxide and triisopropanolamine may fit into your formulation. Other replacements such as aminoglycol are mentioned in the Bulletin on Replacements which has been sent to you under separate cover.

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TRADE MARK  
SHEFFIELD PROCESS TUBES



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Attend 18th Annual Drug,  
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New York City, on

Thursday, March 4, 1943

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THE WILCO COMPANY, 6800 MCKINLEY AVENUE, LOS ANGELES, CAL.

# COMMENT

## Why inventories of retail outlets are limited by the government

To correct the uneven supply of goods not only by areas but also among the different types of stores within those areas, the War Production Board has issued inventory limitations order L-219.

The WPB found that department stores doing a business of less than half a million dollars annually increased inventories at a much slower rate than their sales. Those doing a business between one and five millions of dollars were able to balance their inventories with sales changes. Those that were still larger accumulated inventories far in excess of what was needed to service their sales volumes. Chain stores and variety stores did such heavy competitive buying that their inventories last July 1 were actually at the highest peak in years.

Voluntary allocations by distributors and manufacturers proved to be ineffective as many favored the large cash buyers such as the biggest department stores and chain stores over the smaller ones and those whose credit standing was not so good. This latter condition, it was felt, was due chiefly to dwindling sales volume and resultant increases in overhead costs.

Expressed simply, sales in the smaller stores mounted faster than their shelves could be stocked while in the larger and financially stronger ones, the picture was reversed.

Under the order, merchants are included if they had a mercantile inventory of consumer goods with a cost value of \$50,000 or more at the end of the 1942 inventory year and maintained sales of \$200,000 or more of consumer goods during the same year. The fundamental purpose of the order is to limit receipts of merchandise in order to bring inventories in line with current sales.

## Help the legislative mills turn out well considered laws

Numerous restrictive food, drug and cosmetic bills, bills to protect local producers from out of state competition, and revenue bills to replace the loss in revenue from gasoline and other taxes are expected to be introduced



in the various state legislatures this year. All told 44 state legislatures will convene in regular session in 1943. Of these all but Alabama and Florida are already in session. The former convenes in May and the latter in April and both last for 60 days. Kentucky, Louisiana, Mississippi and Virginia do not convene in regular session this year.

That the cosmetic and flavor industries will be the target of many of these bills seems likely. All legislative bodies have the fever to regulate and tax; and it is amazing how many licensing and other provisions can slip through the legislative hopper unless they are vigorously and intelligently opposed.

Lloyd E. Smith, president of the Flavoring Extract Manufacturers' Association, has offered a sound suggestion for stemming the expected tide of inimical legislation. He proposes that each company in the industry appoint a particular individual in the organization to watch out for all objectionable features of new bills introduced, attend hearings, contact interested manufacturers and expound any ideas recommended for amendments. Eternal vigilance and persistent work of this sort are especially needed if the various state food, drug and cosmetic laws are to be kept in harmony with the federal statute. Uniformity in the enforcement of this law is of the utmost importance to the welfare of the cosmetic and flavor industries.

## Build good will now for the buyers' market that is coming

It is the better part of wisdom to keep building good will and a better appreciation of your products during these piping times. Yesterday was a buyers' market—and history has an uncanny way of repeating itself.

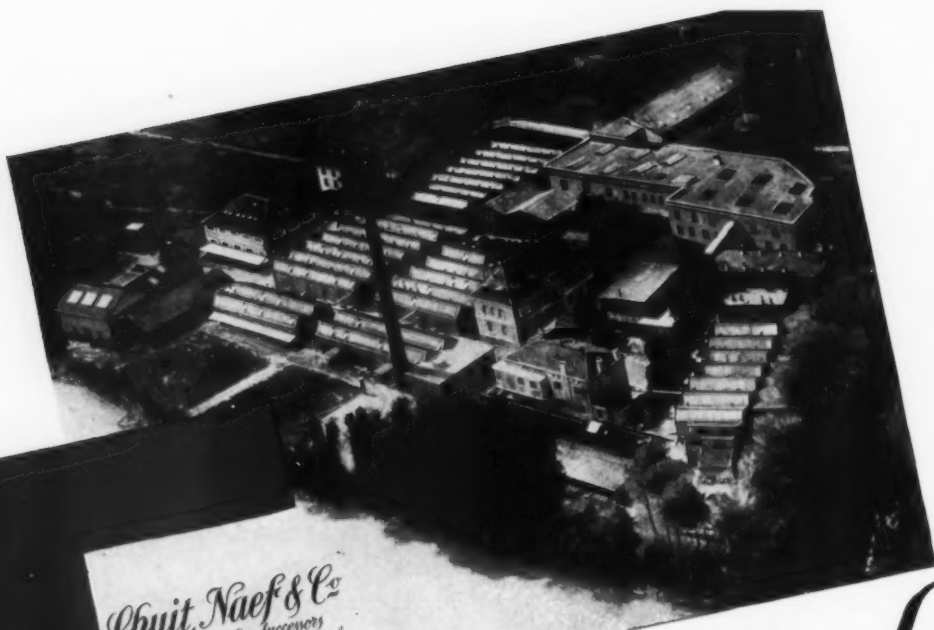
## How one man defeated the enactment of a better trade-mark law

An interesting example of the strange way by which sound and helpful legislation is sometimes defeated in Congress came to light when the Lanham trade-mark bill was allowed to die when Congress adjourned for the last session.

Trade-mark experts devoted much study to the bill which would have simplified the procedure in obtaining and protecting trade-marks; and the bill was probably as perfect for the purpose as human experience could make it. In it were provisions designed to clear away faults which experience over the years had brought to light.

The American Bar Assn., the Assn. of National Advertisers, the U. S. Trade Mark Assn., the National Assn. of Manufacturers, the Senate Patent Committee, the House of Representatives, trade-mark owners and business generally desired its enactment. Ordinarily it would have been passed on the last day of the expiring Congress but for one thing.

It appears that the Food and Drug Administration, the Patent Office and the Federal Trade Commission let it be known to the anti-trust division of the Department of Justice that they felt that the tendency of the bill was monopolistic and for that reason they favored its defeat. The task of doing this fell to the lot of Sen. Charles McNary. Knowing that the bill would automatically die with the adjournment of Congress, he asked that the bill go over for three weeks. One senator was thus able to defeat a bill carefully considered over the years that would have meant much to all owners of trade-marks and to the public generally. The bill will be reintroduced in this Congress but its early enactment in the stress of war legislation is not so certain.



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# FIRMENICH



## NEW WPB LIMITATION ORDER NOT NEEDED

*Cosmetic industry can get no priorities on anything . . .*

*Effect of raw material restrictions . . . If ingenuity can  
get the industry out of shortages it should be left alone*

by MAISON G. DENAVARRE

TO say that restrictions or limitations on cosmetic manufacture will not come in 1943 is just wishful thinking. But, by the phrase "restrictions or limitations" is meant the restrictions or limitations that may result from a shortage of materials, labor, power, transportation, closures, paper and NOT those resulting from a WPB order; for WPB should now be convinced that a limitation order on cosmetics is unwise and unnecessary.

### WHY A WPB ORDER IS UNNECESSARY

Here is why a WPB limitation order should not be manifest. The cosmetic industry can get no priorities for anything. Generally speaking, it has always used unskilled woman labor. A small factory can turn out a large dollar volume of goods. The industry is now operating on a 50 per cent alcohol allotment. When you consider that even in normal times it used only 3 per cent of the over-all alcohol production, you can see that it is now using probably less than 1 per cent of the production because the total production has been considerably stepped-up. A cosmetic manufacturer can get only 55 per cent of the glycerin normally used. The industry never was a large user of the total glycerin output even during peace times. In addition, the industry practically makes its own glycerin. Formerly, natural glycerin-containing coconut and other oils were used in making shampoo and shaving cream. The glycerin resulting from the manufacturing process amounts to about 12 per cent of the oil used. This glycerin was left in the product. Now, the glycerin is extracted from the oil, and the remaining fatty acid is used in making shampoo and shaving cream. In this way, almost as much glycerin is thrown back as is being used.

Then, too, high grade talc is restricted. Metal closures, atomizers, metal lipstick holders and compacts can no longer be made. Any kind of cap is

hard to get. New bottle moulds are out. Castor oil for lipstick manufacture is restricted. Coconut oil cannot be used. Some materials such as wetting agents, cetyl alcohol, triethanolamine, ammonia, spermaceti, chlorates, certain emulsifiers, some glycerin substitutes and numerous others are either completely taken up by priority holders or only a small trickle is allocated to the industry.

### EFFECT OF PRESENT RESTRICTIONS

These are the *real* restrictions the industry is suffering from and as the year progresses, there will be many more of them. To give you an idea of how this shortage is translated into actual experience, read these true stories.

One manufacturer was doing an excellent business on an item in which he led the field. Only one material became impossible to get. It constituted about 2 per cent of his product. This manufacturer has been unable to ship one ounce of goods for the past couple of months. Feverish work on a new formula may bring him back into business.

Another company suddenly could not get an ingredient that accounted for only 0.25 per cent of a product. That item was at a standstill until replacements were worked out. That took about two months.

A permanent wave solution manufacturer used ammonia—which he can no longer get. He used a replacement. The creamy emulsion now separates. He needs a stronger emulsifier—which is on priority. These are only a few of the isolated cases that occur every day throughout the country.

Is further WPB restriction or limitation needed? The answer is an unqualified No.

### COSMETICS AND THE VICTORY EFFORT

It has been established after several years of war in England, that cosmetics are a helpful influ-



ence in the production of war and other supplies. This is so true that government decree has made certain cosmetics freely available.

But cosmetics besides being morale builders serve to win the war in another way. It is essentially the cosmetic manufacturer who is supplying the defense factories with *protective* creams and lotions that will prevent much loss of man hours due to industrial dermatitis resulting from contact with cutting oils, explosives, welders flux and other well known irritants.

#### **COSMETIC STOCKINGS HELP**

It is the cosmetic manufacturer who came in with a substitute when regular stockings became hard to get. And as 1943 rolls along, there will probably be fewer stockings to buy, hence still more demand for cosmetic stockings—which incidentally have been made considerably better and easier to use.

The cosmetic industry worked out the "old tube for a new tube" idea to conserve precious tin.

The cosmetic industry voluntarily reduced its use of paper by eliminating unnecessary cartons and folders. Numerous frills used as decorations were given up before they had to be dispensed with. The cosmetic industry produces considerable revenue as a result of employment of unskilled labor and is the source of a worthwhile tax for the government, over \$30,000,000. These are a few of the things the industry is doing for Victory.

Some kind of "freeze" is on the way. Last July, Canada restricted the manufacture and sale of toiletries to six shades of nail polish; four odors of perfume, cologne, toilet water, talcum and dusting powders; four shades of face powder, lipstick, liquid and cream rouge, three odors of face and hand lotions, hair dressing, hair oils, brilliantine and hair tonic. In addition, no manufacturer can increase the number of shades or odors of any cosmetics over and above the number now manufactured.

#### **CANADA IS THE TESTING GROUND**

Keep in mind that numerous ideas about the civilian economy have been tried in Canada first, then put into effect here. Price control is one of them. Therefore, the industry would be wise to analyze the Canadian freeze and be guided accordingly before the militants of the WPB agitate for something more stringent—which they have already started to do.

Then, too, some plan should be worked out to pool shipments so that maximum loads are carried. A certain amount of decentralization can be effected in companies that maintain several offices spread throughout the country, by having some items made private label thus eliminating some cross-haul. More refills might be made to save on containers. Undoubtedly, there are other savings that can be effected.

Concentration of industry in England was directly affected by (a) an enemy air raid that

ruined factories and equipment, (b) importation of most raw materials. These two factors forced the government in England to reduce the manufacture of cosmetics for home consumption, but *not for export*. At the present British level of 25 per cent, one manufacturer can make all the goods for himself and three other companies. Please note England is *not* the United States. Conditions are very different.

We in America have *not* had our plants blown up by enemy air raids. We produce most of our raw materials, or can get them from nearby countries. We are *not* doing a substantial business in the Pan American market, therefore our goods are left pretty much for home use.

Cross-haul in England and the United States are two different problems; just compare the size of the countries; 93,000 square miles of England and the United States with 3,000,000 plus square miles. Cross-haul is not so much a real thing as it is a fight between liberals and practical business men. The school liberals would use cross-haul to force other social changes—if they win.

#### **FRILLS A MISTAKEN TERM**

The way the word *frills* is used around the Washington bureaus one would think that everything that does not actually kill enemies is a frill. When the enemy is getting a bead on you, this interpretation is undoubtedly right. But the enemy hasn't a bead on us . . . yet. Things aren't quite that bad.

By definition, a frill is an extra something, added to an already existing something. It really isn't necessary. It makes the original thing look better or taste better . . . like seasoning with food.

From this, it is plain to anyone that a cosmetic is not a frill. You need cosmetics—toilet goods if you prefer to call them differently. They are *not* "luxuries" as Pegler freely describes them.

How many men would consider themselves ready for the day's work without brushing their teeth, shaving and dressing their hair? Maybe use a little deodorant too? How many women could get along without face powder, rouge and lipstick? Yes hand lotion and face cream too?

You see, all these things are essential to our way of living, just as much so as an orange or a dish of spinach. They are not frills. They are real needs. They are the foundations of our social life. They have survived from the day man dropped from a tree and became homo sapiens. Cosmetics have been with mankind from the beginning of time, whether he be civilized or not. Cosmetics withstood every social, political and religious change in history. The desire to enhance the appearance is almost as strong as the desire to live.

#### **FOODS MAY POINT THE WAY**

In foods, dehydration has been found to conserve vital containers and shipping space. Sometimes the delicate flavor has been lost, but a new flavor has been developed. In the manufacture of soups, manufacturers all had to change to a condensed recipe, so that one can-full could serve

more people, thus getting more use out of the tin can and cutting down on shipping.

In cosmetics, tooth powder is the dry form of toothpaste, consisting of 100 per cent active materials, whereas toothpaste contains about 50 per cent water. There have been and are depilatory powders, powdered wave sets, powdered shaving needs, shampoo and facials. The powders have never been as popular as the more dilute paste or cream preparations. Perhaps powdered and concentrated cosmetics are entering a new day and as a result a new opportunity for advertising ingenuity. The products will have to be sold to the public with some educational story on why they are "dehydrated" or concentrated.

#### NO NEED FOR CURTAILMENT

From this it is easy to see that the cosmetic industry should not be curtailed by WPB order. It does not use critical materials or skilled labor. If shipping, containers and paper become short, pruning of sizes, shades, odors and greater wisdom and cooperation among the cosmetic manufacturers can circumvent this difficulty, but the industry should not be curtailed by a WPB order.

There is a great difference between cross-haul problems here and in England. Concentration in England was not only feasible but necessary for entirely different reasons than confront us; we have not been bombed out of our factories, nor do we depend on imports to the extent that the British do.

We are being faced with shortages of certain materials which have found new war uses or which are no longer made because the equipment used in their manufacture is now being used for the victory effort. As a result, we are operating already under restrictions that are very real indeed. *If our ingenuity can get us out of shortages, then we should be allowed to continue as best we can, all the time being fully conscious of our obligations to our country, first, last and always.*

#### TROUBLE IF CURTAILMENT COMES

All of us remember the prohibition era, the result of the noble experiment to sober up the American man . . . and woman. It brought corruption of every sort. It was the result of misguided but well meaning people.

In England, where the manufacture of cosmetics has been so drastically cut—and it simply had to be cut low—a black market has sprung up. And with it, a loss of revenue, poisoning of people, disease and an opportunity toward lawlessness have resulted. There is no doubt that the tremendous black market existing in England did much to loosen the restriction on cosmetic manufacture. No one wants this to happen here. Let's not give it the chance.

Not only that, but WPB should keep in mind that the majority of the cosmetic manufacturers is small. At best, they just get along. If it is the idea to try to save small industry, restrictions will not help. All our fighting on distant fronts

will have been in vain, for there will be no freedom of enterprise, that which made this country great.

#### SUMMARY

There is no basis in fact—yet—why a restriction or limitation order on cosmetics should be expected . . . unless the industry does not make further efforts to save materials, labor, shipping and containers. A freeze of shades and odors, while not a limitation as such, is not an impossible prospect. Some kind of self concentration or voluntary cut-down of real proportions should come from the industry itself to prevent WPB actions. Such self imposed concentration need not affect dollar volume.

If WPB imposes strong restrictions such as those that have been circulated by a news service, black market operations will undoubtedly result, a fact that should make all of us stop and think a bit.

If in spite of already existing material and other shortages, the industry can carry on somehow, it should be given every opportunity to do so. There should be no penalty for ingenuity. Inasmuch as the cosmetic industry is not readily converted to war work, there is little that it can do in this line, more than it is now doing, not that it does not want to do more; for there are many of the larger cosmetic houses that are doing considerable defense work. Every company in the industry is trying to do something for defense, if no more than to stay in business so that there will be something to come back to after the war.

### After War World

AFTER the end of the war the level of aspiration of the people will have risen. They will aspire to a higher social and economic status and will demand a more equal distribution of wealth and income—although simultaneously they will desire a return to a system of private initiative.

The craving for economic security will assume the form of a demand for jobs, with the conviction of having a right to them. "If war can turn wheels, why can't peace?" will be the clamor of the world's masses and not just a question tackled by administrators and scholars.

The masses will demand prosperity and look to governments to bring it about—although simultaneously they will desire to get rid of regimentation and central planning of production.

The conflict between aspiration and reality will not only be a conflict between different groups of the population, but it may engender a feeling of uneasiness and lack of equilibrium.

Such a condition is dangerous because it may be swayed in any direction that seems to promise to restore the equilibrium. In the field of world-economy this means—disregarding other, perhaps more important consequences—that expectations as to business developments and price movements may change quickly and become strong and widely prevalent, even when they are not wholly justified. —George Katona in *Foreign Commerce*.

## SHORT ADAGES

by R. O'MATTICK

ON first thought, we were going to write up the annual meeting and dinner of the Essential Oil Association before it took place, to get the story in time for the January issue. We had, in advance, a fairly clear picture of the proceedings: the hellos-and-how's-business, the reports and election of officers and the inevitable floor show under the same management that was there when the river pilots threw a party for Robert Fulton at the Warwick in 1809. True, we would not be in a position to name the new officers of the association for 1943, but as we have elected to comment on the news rather than to report it, this always gives us an edge on the fellows who have to wait till something happens before they write it up. Yet we decided to wait and actually have the meeting meet, the good scotches and bad cocktails vanish, the dinner eaten, before saying anything about it. Well, it was much like any other time but for one thing: For the first time, the executives of the trade journals were invited and so we were able to chat with the gentlemen of the press.

As for the press, AP does not stand for Associated Press around these parts, but for THE AMERICAN PERFUMER.

With the alcohol cut at his doorsteps, Otto Stock is toying with the idea of using a supply of Scotch still available, to make a Scotch-Heather perfume. Meanwhile, the case which was purchased for experiments is being sampled for taste and nothing definite has been decided. And how about adding a top-note of a good rose odor to Four Roses to put out Five Roses?

This world being what it is, Mr. A. Goodbuy, the purchasing agent, envies Pat Chouli his job. Said A. G., "Here I sit from morning till night ordering caps, labels, bottles, alcohol, perfume oils, waxes, boxes, and this, that, and this, beside keeping a bunch of records, and trying to find out who, when, how, why and what. While all you do is see a few fellows once in a while, have a chat, phone some orders into your office and go home. You call on the people you want to see but I have to see the people I don't want to meet. Then you're out in the fresh air and only stay indoors when it rains." But Pat thinks A. G. is the one who is better off. "Mister," said he, "have you seen the words carved on the stone of the main Post Office building?—'through rain and sleet and storm and snow and so forth'—that's for me. And all the hours I wait in waiting-rooms for trains and the hours I wait in the waiting-rooms of your buyers, while you always seem to be out. And when you're in—you're in conference. What about the orders I don't get and my worries start when I do get one." Just then Dr. Rowmateral dropped in, laboriously holding a test tube. Both Pat and

Goodbuy agreed that *his* job was the easiest of all. "He just spends his time thinking up formulas and walking around the production department when he gets tired of being in the lab," said A. G. "Yes," said Pat, "he doesn't sell or buy—just rejects or accepts."

But we think all three of them have real easy jobs—the tough job is to write this column!

\* \* \*

*How It Happened:* When we suggested changing White Horse to White Lilac, Dr. Rowmateral told us about the origin of the word lilac. In far off Arabia at a time too remote to record, the natives dyed their robes with the fermented juice of the indigo plant. The pleasing color was called nilak which means "blue." The Persians began to use indigo and called the color nilaj. The shrubs on their hillsides, which had bluish flowers they also called nilaj but later to avoid confusion they called the flowers lilaj while the Arabs called them ilak, the French, lilas, and we, lilac.

\* \* \*

When she heard that her spouse had invited Sand L. Wood for dinner, Mrs. Rowmateral was in a mood as every wife is these days when faced with the difficulty of obtaining food for guests.

"How could you, on a day when we have no meat, no coffee, little sugar, nothing?"

"Ma chère," said the good Doctor, "do not let despair enter your little head. I have no calamus oil, no mousse de chêne, yet I make perfumes, not the best, but good. I shall exchange some red Medoc for white Sauterne, you will get fish instead of meat, we will drink hot toddy instead of coffee—and voila—there is the new formula!"



"Congressman, if you ration rouge and lipstick to the women of this country, there'll be a revolution!"

# WHEN THE GUNS STOP RUMBLING—WHAT?

*Specific post war conditions that  
must be faced by manufacturers  
of cosmetics, soaps and flavors*

by ROGER AINSWORTH\*

**DURING** World War I, one of the favorite songs of the boys in service was, "The old gray mare, she ain't what she used to be." To paraphrase, business ain't what she used to be, in World War II, and there is mounting evidence to indicate it never will be, even with the coming of peace.

Our industry being looked upon as relatively non-essential has not fared as well as some at the hands of the various bureaus. But, since the major number of companies are comparatively small they are quite flexible and changes and adjustments, tough and irksome though they be on occasion, are usually not insurmountable. And, the end is by no means in sight whether viewed from the raw material, closure, primary and secondary container, labor, transportation, or equipment shortage angle.

## HOW CONCENTRATION WOULD BE EFFECTED

In fact, it is within the realm of possibility that there may be concentration of manufacturing and even loss of brand identity if this war is a long one. If the latter comes, many factors will receive mature consideration before the decisions, on which plants will operate and those that will close, are made. Every effort will doubtless be exerted to make the allocation equitable giving due consideration to critical labor areas, productive capacity of individual plants for each individual type of product, critical power and public transport areas, minimizing the length of haul to consuming areas particularly on the heavier and bulkier products, and elimination of cross-hauling, among other problems now existent and those that may develop.

## THE DAY OF RECKONING

There are usually nice ways of saying unpleasant things but they will not be attempted since the aim of this discussion is straight from the shoulder to bread basket food for mature thought. The short-sighted policy of a few to wantonly cut, chisel, and substitute might possibly be justified if their thinking dictates "let's get it while we can." Likewise, stepping in with an inferior item while competitors

\*This is a nom de plume, as the author, one of the ablest executives in the industry, prefers to remain anonymous.



cannot cope with the demand for their recognized brands, might make sense if this war is lost. However, this war must and will be won, hence there is bound to be a day of reckoning.

The pressure of meeting day-to-day problems should not be allowed to keep one from thinking about the future, the post-war period. Economists are quite well agreed there will be no depression or collapse, but a protracted prosperous period with the release of vast pent-up buying power. In any event, ideas are not yet affected by rationing, brains are not frozen, there is no ceiling on ingenuity, and priorities cannot be clamped on forward looking plans. Worry should not cause sleepless nights, but rather stimulate materially increased research, study and work in waking hours.

## CONDITIONS THAT MUST BE FACED

Before discussing at length a number of various specific problems of the post-war period, a few generalities will be merely tossed on the table without amplifying or even qualifying them:

- a. Much money will be made but it will not be retained.
- b. It will become increasingly difficult to secure distribution and consumer acceptance on any new item unless it is strikingly unique and meritorious.
- c. Any item that it has been necessary to cut down in volume or which has been neglected sales-wise will be hard indeed to reinstate and re-establish.
- d. Increased operating costs will continue and lower profit margins generally will obtain.
- e. In advertising, there will be less lavish spending of money but more spending of thought to obtain sound sales appeal and reduce, if not elimi-



nate, unworthy emotions and the exploitation of ignorance.

f. Distribution costs must come down.

g. Capital diligently seeking outlets will uncover this industry and inject more technical, financial and merchandising brains into it than it has ever before known.

h. The one-man system of management quite general in this industry will pass because successful operation will require such breadth of vision and such comprehensive knowledge.

i. Business generally is going to be ever more competitive and withal operated for society, otherwise by society.

#### **PLANT OPERATIONS WORTH SERIOUS STUDY**

Now to enumerate the various plant operation phases and product and package considerations which appear worthy of serious study and which will be discussed at some length:

First is research, the surface of which has hardly been scratched.

Second, and of mounting importance, is labor.

Third is production planning that is imperative to reduce production costs and to provide more regular employment for all hourly workers.

Fourth is raw materials, of which wide new vistas are opening up.

Fifth is containers of which the same is true.

Sixth is new or remodelled plant.

Seventh is the physical lay-out of the plant and its equipment.

Eighth is the equipment itself. All are inter-related and largely overdue for vast improvement, both for efficiency and aesthetic and morale building value.

Ninth, and finally, is inspection from incoming materials and findings to finished product.

#### **THOSE BEST PREPARED WILL LEAD**

Admittedly, with day-to-day uncertainties, the wide range of items curtailed or rationed and the scores of problems that confront the purchasing, manufacturing, technical, and sales departments, it is difficult not to do what is expedient. How much safer, however, it is to do what that bit of judgment and experience which can be brought to bear on current, unique, unusual problems, dictate. Those actually waging the war are planning the peace, and those whose operations are wholly converted to the war effort are planning their post-war activities. It appears the part of wisdom for those not so engrossed to do their planning for after the war, even now. Certainly, after the war is over and the restraints and restrictions are lifted no one is going to fire a gun and yell Go! with all competition starting from scratch. Those best prepared will lead and leaders are difficult to overtake.

#### **RESEARCH AND DEVELOPMENT**

Time was when a good formula was excellent stock in trade and could usually be withheld from competitors and certainly was readily held secret as far as the consumer was concerned. There is

little question that the era of secret formulae, processes, and methods is practically gone. Those who have maintained the "closed door" policy to retain plant secrets will find, or have already found, that the "closed door" is even more effective in keeping out the new, the improved, and operating progress generally. Now, however, formulae and processes soon become common knowledge and, if of sufficient interest and value, are not only duplicated but used as a basis for improvement.

#### **CONSUMER TOO OFTEN MISLED**

The experimental, i. e., not fully proved, products that have gone to market and entailed grief and loss to all concerned are legion. Likewise, the products that have grown up like Topsy on a vitamin rich diet at that, are numerous and most of them cannot possibly endure. In fact, the consumer has been only too frequently grossly misused. If there were a column on balance sheets, opposite the one for profits, to record hostile attitudes, many fictitious claims and sharp practices, and a number of products themselves would be dropped forthwith.

Of American products generally, it has been said that they are the best in the world, constantly being improved by the inventive genius, the competitive urge, the skill of the labor, and the ingenuity of the management. There is no good reason why this should not be equally true of toiletries in general even though the aggregate number of employees in the industry is quite small, and technically and scientifically trained persons woefully so.

It would appear that when normal times return those who will be competitive and prosperous will be those who have built merit and value as well as merchandizing into their product or products. And the surest way to put these desirable qualities into the product, the process, and even the package is a forward looking, liberal, aggressive research and development program.

#### **RESEARCH IN THE LABORATORY AND FIELD**

No brief need be developed for research as it has long since proved of inestimable value in every line of human endeavor that has embraced it. Likewise, there is little need to suggest lines of approach or problems to attack since each producer has a highly individual job to do, influenced, in part, by whether he is starting from scratch or extending his present staff, facilities, and scope.

However, one generality not too widely recognized is the fact that not all chemical and physical research can be brought to satisfactory completion right in the laboratory as can be done in many industries. In the case of new product development and revamping and modernizing of old ones, the technical staff must be supplemented by a carefully chosen testing group, closely knit and intelligently directed. Likewise, a group of cooperating beauty operators or even beauty salons within and/or without the plant may be found helpful.

One common problem suggests itself, namely, are some of the substitutes and substitutes for substi-



tutes, whether in product or package, worthy of retention or are they simply war babies, expedients for the duration only. A ramification is, where the percentage of alcohol, glycerin, coconut oil, or odor compound, for example, has been cut as an expedient, is the original, the current, or an entirely different figure the optimum to adopt?

Only exhaustive tests can provide the accurate, true answers.

### Prophecy

**F**OR I dipt into the future, far as human eye could see  
Saw the vision of the world, and all the wonder that would be;  
Saw the heavens filled with commerce, argosies of magic sails  
Pilots of the purple twilight, dropping down with costly bales;  
Heard the heavens fill with shouting, and there rained a ghastly dew  
From the nation's airy navies, grappling in the central blue;  
Far along the world wide whisper of the south wind rustling warm  
With the standards of the peoples plunging through the thunder storm;  
Till the war drums throbbed no longer and the battle flags were furled  
In the parliament of man, the Federation of the World.

Reading "Locksley Hall" by Alfred Tennyson, Burton T. Bush was so impressed with the accuracy of the prophecy in the quotation above that he suggested its publication again. It is especially interesting because "Locksley Hall" was first published in 1842; and the Wright brothers did not make their first flight until 1903.

### Up with the Lark

**"I**F you get up earlier in the morning than your neighbor," said the town philosopher, "and work harder and scheme more and stick to your job more closely and stay up later planning how to make more money than your neighbor and burn the midnight oil planning how to get ahead of him while he is snoozing, not only will you leave more money when you die than he will, but you'll leave it a darn sight sooner."—*Drug Mill*

### Brave New World

**F**OR a generation we have been living on the edge of a new world; we are only now beginning to realize it. For the first time in the history of the human race there can be enough of everything to go around. Poverty is not inevitable any more.

The sum total of the world's greatest possible output of goods, divided by the sum total of the world's inhabitants, no longer means a little less than enough for everybody. It means more than

enough. The possibilities in that simple statement are beyond calculation—and what we are fighting for is the right to turn some of those possibilities into realities.—*Donald M. Nelson.*

### Fractionating Column

**T**HE accompanying illustration shows a compact laboratory fractionation column that is especially convenient on a bench or where the available height is restricted. It consists essentially of three concentric tubes that form a vapor passage



The Column

which is three times the length of the column. The center tube is indented in a spiral pattern in order to lengthen the vapor path and to produce better contact between the vapors and the reflux. This tube is an adaptation of the well-known Widmer column but it is more practical because there are no loose parts which can become broken easily during cleaning or while in use. A liquid trap is incorporated at the lower end of the second tube. This trap also consists of three concentric tubes, the outer one of which serves as an insulator that tends to keep the

low-boiling condensate from being boiled away by the ascending hot vapors. The amount of reflux in the column is regulated by changing the height of the dephlegmator.

The vapors first pass upward between the walls of the outer and second tubes. At the top, they enter the space between the second and innermost tubes, through several small openings, and flow downward. They then pass upward, spirally, through the central tube to the condenser. Condensate from the second and third tubes flows through the liquid trap.

This column can be built in various sizes ranging from the large one illustrated that is two inches in outside diameter, for use in 12-liter distillations, to a small size that is 30 millimeters in outside diameter.—*Synthetic Organic Chemicals.*

The loneliest man in the world is the one with too many acquaintances and too few friends.

Conventions are great events for the delegates' wives—they know that this time their husbands will sober up before they come home.—*Howard S. Neiman*

## Threat to Red Nails

**ARTIFICIAL** beautifiers, for which American women spend about \$400 million a year, aren't suffering much as a result of the war.

Manufacture of cold creams, face powders, lipstick, deodorants, and hand lotion takes only a small amount of raw materials. They require only a modest amount of labor and plant space. So Washington hasn't felt it necessary to crack down on the cosmetics industry.

When raw materials used in this field become scarce the industry works out substitutes; many changes have been made, but the consuming public can't tell the difference in most cases.

There is only one real crisis in the offing. That is a threat to pink and red finger nails. Finger nail polish uses nitro-cellulose, that's also the base for quick-drying Duco lacquers, photographic film and—far more important now—smokeless powder. The demand from powder mills has almost cut off the supply for nail polish. As yet, no substitute has been found. Other lacquer bases won't dry fast enough; if they are thinned down with a solvent so they do dry quickly they don't cover the nail properly.

So the industry, in trying to get its nitro-cellulose, has gone to the film scrap heap at Hollywood and the manufacturers of film. If purchases there can be arranged, which is likely because the scrap is no good for powder, feminine finger nails can continue to glow.

Nail polish is a big business, but it uses only small amounts of materials. Last year about 325,000 gallons were sold, using only 250,000 pounds of nitro-cellulose. Powder production runs into the billions of pounds. Solvents for the polish are not a problem because there are a number available that will do. There is also plenty of red dye.

One change nail polish manufacturers like is that color shades have been reduced to six, which they say is plenty to meet all tastes. It enables them to cut out a lot of unprofitable variations. New shades used to be brought out every year and then kept on to satisfy a few customers.—*Sydney Self in Wall Street Journal.*

## Skin Protective Creams

**I**NDUSTRIAL dermatitis, due to the action of imbedded grease and grime or to the effects of chemical substances, has long been recognized as a major factor in workers' disability and time-loss. With so many women going into the war industries, too, their more delicate skins make the need for suitable preventive and protective measures more vital than ever.

Prevention is always more important than treatment. In the case of industrial dermatitis, the plentiful use of plain soap and water is recognized as a prime prophylactic measure. During recent years, however, it has been increasingly recognized that the use of skin-protective creams can also aid in preventing dermatitis. Such creams serve to pro-

tect the skin from the penetration of dirt, grime and grease, and facilitate the removal of such substances by the use of soap and water. In many instances, these protective creams also act as barriers to the action of deleterious chemical substances.

Many formulas, some of them highly specialized for specific industrial conditions, have been developed. Glycerine is a standard and frequent constituent of such products. Not only does glycerine itself serve as a barrier material to many greases, solvents and the like, but its inclusion in the formulas adds highly desirable properties to these specialized creams. The recent industrial literature offers many instances of such glycerine uses.

## Over 600 Odors Differentiated

**R**ALPH BIENFANG, professor of Pharmacy at the University of Oklahoma, makes a differentiation of 600 or more odors. Human beings vary so in their sensory capacities, so keen here and so lacking there, that the sum total of all human perceptive powers is infinite. However delicate the artifice to get at allergies, men's instruments and methods are coarse and crude in determining individual idiosyncrasies as compared with the product of divine workmanship, those discernments inherent in living tissue.—*Dr. Paul W. Goldsbury.*

## Protective Ingredient

**D**ISSOLVED HAIR, serving as a protective colloid in permanent wave solutions, is the subject of a patent which has been applied for. It provides for the solution of 1 part hair in alkali, 10 parts of this solution then being added to 90 parts of an alkaline wave preparation. In place of such alkali preparation, an acid mixture may also be used, for which 5 parts of abietic acid dissolved in 95 parts of water are recommended.—*Schimmel Briefs.*

## Government Surveys Its Plant

**C**AREFUL survey is now being made by the National Resources Planning Board of plant facilities government will own after the war, and how they can best be utilized, says *Nation's Business*.

Anti-New Dealers in Congress point out that government is owner of an enormous amount of factory plant built during the defense era and since Pearl Harbor.

Equally significant is that government is buying tremendous tracts of land from coast to coast. It has bought, for Army and Navy account alone in the last year, land tracts equal in area to the combined areas of Massachusetts, Delaware, Connecticut, Rhode Island, the District of Columbia, and New Jersey. More is being added daily.

Government also owns hundreds of hotels, recreation facilities, warehouses, drydocks, shipyards, transportation facilities, retail outlets, staggering quantities of merchandise.

The government's "plant" will play a big part in any plan evolved by the National Resources Planning Board for employment after the war.

# THE GOSSIPING GUIDE TO THE NEWS

*Changes in the market for cosmetics and how to meet them . . . Packages simplified . . . Displays must last years . . . New ideas in window displays for retailers*

by RAYMOND W. LYMAN

**AN INFLUX** of debs, who don't feel qualified for war work, are now clerking. Their quiet, assured manners are a welcome relief from some of the high-pressure methods unwisely used in a few drug stores. Older women are now seen more frequently



Never too old—to win customers. Stores find the older woman makes new friends for products, relieves clerk shortage

behind cosmetic counters. Personnel managers pick good complexions, a simple style of dressing the hair and then watch the older women make new friends for the products. Employee turn-over is so great nowadays, with war-work wooing everyone under ninety, that the personnel manager's life is anything but a happy one. Green, young help show up in anything from a glamour hair-do, which looks messy in half an hour, to slacks and scuffed suede shoes. Apparently the U. S. Employment Service and the newspapers should get out pamphlets on How to Dress for an Interview, How to Sell Yourself in an Interview and How to Dress When You Go to Work.

## DISPLAYS TO LAST FOR YEARS

Any display that's worked out today must be good for next year and the next, too, if possible. Otherwise, you've done a poor job is the viewpoint of Lucien Lelong's canny business heads. The mannequins of washable papier-maché are covered not only with linen bags but each has its own box and a man travels with them for special handling of the displays. The mannequins were so designed that each store can use them for special promotions of any garment or accessory—and the perfume tie-up is a natural for anything from corsets to scarves. As the war goes on we're bound to see more of this timeless type of promotion and display thinking. What's a more emphatic way to impress a customer with the basic need of cosmetics and per-

fumes so she'll instinctively associate toiletries with every article of apparel? That's merchandising!

## COLORS BECOMING SCARCE

As reported several months ago, the yellow dyes are rapidly approaching the vanishing point. S. H. Ebert, of Interstate Color Co., merely throws up his hands when questioned about it. Blues are scarce but not too troublesome, reds the least of the worries. Shipping to Mexico and Cuba is the one bright spot. Eastern markets are lost for the duration. Trade with South America waits on boats. Mr. Ebert finds the only thing he can do is have a package at the port of call and if a boat can squeeze it in—fine.

## AMERICAN INGENUITY

By mistake I called on a color company which supplies colors to the oil industry for oils and greases. Those people have no problems to compare with the hectic life of a cosmetic house. They have A priorities for everything they need as the armed forces get the oils and grease. Contrasting their quiet life with the hectic one of the suppliers of civilians today, I decided I'd rather be on the civilian-front firing line. Like the slogan "The Mails Must Go Through," civilians such as Mr. Ebert or Mr. Reiner, of Dorothy Gray, are inspiring to me. If they can't do one thing they do another. Somehow things get done. So whenever you meet a defeatist, point to Mr. Kaiser and the American way—ingenuity in production. The people who think constructively, earnestly, toward getting things accomplished, are too busy to talk defeatist. Negative thinking didn't build the country nor will it win the war. If we can't do it one way—we'll do it another.

## TYING COSMETICS TO THE CUSTOMER

Miss Coles believes in tying cosmetics and make-up to the customer. She wants to put on a show and have a triple mirror behind a number of variously-sized figures, dressed in the usual atrocious fashion. Then she'd redress them on the stage, from shoes to hat: change the hair-do and make up the face. People do much better work if they're sure they're

put together properly, she says. If that's the case, here's looking to the day when there's a fashion co-ordinator in every plant as well as every store!

#### PACKAGES SIMPLIFIED TO THE LIMIT

Everyone's been in a dither over box-linings. Not knowing what was to be done, they've gone ahead preparing for the spring line. Everything is simplified now about as much as the public will stand for. So fingers crossed, let's hope no one in



If glamorous packagings are out and cosmetics are sold in plain boxes, how will consumers react and who benefits?

Washington has a bright idea of selling cosmetics in plain boxes as they've discussed. Plain boxes do no one any good and actually hurt the morale of defense workers who need a little visual cheer.

Years ago I did publicity in a large plant whose walls were painted a dismal grey. Within a very few weeks I found I craved color so that I bought red-bordered handkerchiefs, red-striped ties and socks, red draperies for the house, a red rug and a red chair. I further discovered that other workers all did the same. So here's a lesson for our war economy heads: remember the people must have some relief from drabness!

#### JUNKY WINDOW DISPLAYS ON THE WAY OUT

Miss Elaine Haney, of the Haversack Drug Co., has upped her sales considerably by displaying one type of merchandise at a time. A powder display is confined to face powders or bath or talcum—as the case might be. She says the usual junky displays of every kind of merchandise are against present day trends. Too much only confuses the customer's mind. A scatter-shot window is only useful when people have a lot of time to window-shop. Ordinarily they know what they want before they go into a drug store. A good talcum display, however, will sell talcum which the customer had not intended to purchase.

Being a neighborhood store, Miss Haney changes her displays daily so the customer will see a new suggestion every time she comes in. Every day a special is offered on the items displayed. When a customer orders a tube of lanolin she is told, "We have a special on bath oil today. Sixty-nine cents a bottle for geranium or violet. It makes your skin feel grand after a bath." By this method she has sold an entire cosmetic line to the community which is now unusually well groomed.

Have you noticed how many houses are encouraging the girls to wear brightly-colored dresses on the sales floor? Miss Sybil Coles, noted fashion co-ordinator, thinks the day will be here shortly when the store stylist will suggest the colors for the girls to wear. The customer sees the group as a whole

against the neutral background of the store walls. An occasional bright note of red is needed, mixed with the blacks, beiges and dark blues. The usual store rule of dark colors on employes disregards color rhythm needed to offset monotony. It's a good deal more work, of course, but worth it. Complementing merchandise and each other, carefully designed color-patterns on the sales force actually will sell many times more merchandise. The public instinctively will react to the pleasing effect of properly costumed salespeople, will like the store better and unconsciously buy more merchandise there.

#### LESS TEXT IN COSMETIC ADS

Stopping in at an air-raid sector headquarters to ask a question, I found a very attractive warden doing sector duty—and advertising lay-outs. I frankly kibitzed. The lay-outs were swell; simple, but forward-looking in their simplicity. Miss Betty Godfrey of Elizabeth Arden's was taking a quiet Sunday afternoon with no one around (you can't count a kibitzer) to catch up on her office work. It's easy to guess that newspaper and magazine ads are being readied so that when the chief returns from her honeymoon, the campaigns will be all set



An air raid alert or an advertising lay-out—either is handled by one warden who creates lay-outs when on sector duty

for an okay. Ads in general have less copy than a year ago. So the transition won't be hard for the public. If the magazines do have to allot less space and charge higher rates for it, the cosmetic houses and big stores have been simplifying ads so much this last year that the public will follow the brand-name advertising equally well in the smaller space.

Taking a leaf from the notebook of George Nichols, beloved editor of *Printers' Ink*, we may see magazines and newspapers laying out ads as an integral part of the copy page, balancing ads and type as though handling illustrations. And if that method is ever used, advertisers will thereafter insist on the same meticulous layout and we'll have agency art departments working in close collaboration with the advertising department of the magazines. Ads will balance each other in blackness and eye appeal.

One of the big national weeklies is almost to that point now; it uses cartoons, however, to supply the proper swing to the double-page layouts, deftly balancing the various blacks of the ads with the proper black technique of the cartoonists. The interesting thing about this is that the cartoonists are totally unaware of what's going on, as are the advertisers. Each works with his own medium and technique; the art editor does the balancing. The result is a fine-looking magazine.



# THE PRODUCTION OF OIL OF LIMES

*Demand for distilled lime oil is great in food industry . . .*

*Progressive measures in standardizing and improving grade  
of West Indian lime oil show promise of better quality*

by DR. ERNEST GUENTHER

*Chief Research Chemist, Fritzsche Brothers, Inc., New York, N. Y.*

AS already stated, manufacture of lime juice, distilled lime oil and calcium citrate usually go hand in hand. Before the introduction of the cheaper biological process of making citric acid, distilled lime oil was considered a by-product, emphasis being placed on the usually quite profitable sale of juice and calcium citrate. Today the most important product is distilled lime oil for which there is great demand from the soft drink, candy, and food industries.

Any type of lime juice can be used for extracting the oil by distillation, provided it contains sufficient essential oil. The so-called "top juice with pulp and oil" is particularly adapted for this purpose, but the juice, as it runs from the iron rollers, can also be employed. In practice, the manufacturer is guided by the overseas demand for juice and distilled oil, and by prevailing market prices; he probably would submit all surplus juice to distillation before it spoils from fermentation.

The juice running off the presses contains the essential oil of the peels partly in solution, partly in suspension. It is only necessary to recover it by distillation. For this purpose the juice is brought to a boil, steam and essential oil vapors are relieved in a condenser, and the essential oil is recovered in a Florentine flask.

## METHOD OF DISTILLATION

The following is the actual working process: The juice which runs off the metal cylinders is strained and immediately distilled, as this quality is not good enough for export. The juice running from the stone rollers is first pumped into settling tanks, as described above, and, after sixteen to thirty days of settling, the "top juice with pulp and oil" is distilled. The middle layer, the so-called "settled, clear or racked" juice, is preferably exported as such whenever there is a demand for it. The upper and lower layers are pumped from the settling tank into another wooden tank, usually located above the stills, and from there flow by gravity into the stills, care being taken to keep out the heavy bottom muck.

Most of the stills are constructed of copper, but

there are wooden stills which give very good service. In general, they are all simple, some even primitive. A few are heated with direct fire, but the majority by steam, either directly or indirectly or both. Every producer has his own preferences and works according to personal experience. Some distillers prefer steam jackets, others steam coils by which the juice is brought to a boil. A large producer in Port-of-Spain discarded the indirect steam coils as giving too much trouble, especially when the juice contains much pulp. The steam pressure in the jackets or coils varies from 22 to 30 pounds per square inch. Other distillers prefer direct live steam which enters the still through a perforated steam coil. In this case the steam pressure in the steam gauge is only two to three pounds.

The stills, which usually hold several hundred gallons, are filled with juice and light pulp to about three-quarters of their height. Water is added only if bottom muck from the settling tank has entered the still. The addition of juice running off the iron rollers is usually sufficient to dilute the still content to the extent that distillation can be carried out without difficulty.

## AMOUNT OF TIME FOR DISTILLATION

The length of distillation depends upon size of stills, their construction, and efficiency of the condenser system, together with availability of cooling water. Some of the islands occasionally suffer from shortage of water and then distillation takes longer. The length of distillation depends, furthermore, upon consistency of the juice, a thicker still content requiring more time. Another factor is the ripeness of the fruit, juice from yellow, ripe limes distilling more slowly. Distillation of one batch thus lasts four to sixteen hours, on the average about nine hours.

The oil should distill almost water-white, a pronounced yellow color indicating too rapid distillation or too high steam pressure. Premature interruption of distillation gives an inferior oil consisting mainly of low-boiling terpenes and lacking in oxygenated constituents. During the first hours of operation, oil and water separate easily in a simple



Florentine flask. Later, the higher boiling constituents, some of them more water soluble, distill over, and slight emulsion may occur. In order to recover those valuable compounds, it is advisable to connect several sufficiently large Florentine flasks, care being taken to regulate the flow so that oil and water separate completely.

Distillation must be carried out very carefully; it should proceed gently and slowly with steam of low pressure except, perhaps, for the last part of the process. A too rapid current of live steam or too high temperature might impart a yellow color to the oil and "burn" it. The live steam should bubble gently through the mass, just fast enough to keep the liquid stirred so that it does not burn against the hot walls of the steam jacket. Such is the accepted practice of most distillers for obtaining the quality of lime oil to which the trade has become accustomed. As we shall see later, rapid distillation with steam of higher pressure gives oils of a different chemical constitution containing considerably more citral.

One hundred gallons of juice yield on the average four to five pounds of distilled lime oil. Of course, if the limes have been *écuelled* previous to crushing, the yield of distilled oil is correspondingly lower.

Depending upon condition of the limes, a barrel of fruit yields, under normal conditions, about 7 to 8 ounces of distilled oil. Select, green, very fresh limes may give as much as 10 ounces of oil per barrel, while stale, ripe, yellow limes yield only 6 ounces or less.

#### HOW TO PRODUCE A HIGH QUALITY OIL

1. The fruit must be sound. Green limes give a juice of finer, more pronounced flavor, of higher acidity and more sparkling green color. The yield



of oil is better. Oil distilled from yellow fruit has a rather flat and less pronounced odor.

2. The fruit should be crushed immediately after harvesting; otherwise it shrivels up and turns leathery with resulting inferior yield and quality of oil. Here, too, actual conditions do not usually permit crushing the fruit immediately after harvesting; first it goes to the packing houses for the selection of edible fruit. Often several days elapse before surplus fruit is finally turned over to the processing plant.

3. For easier distillation, the juice should be free of heavy pulp or muck which precipitates after several weeks' storage.

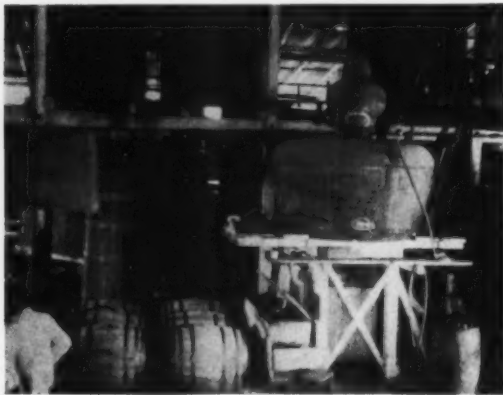
4. Distillation should be extended long enough to collect also the small quantities of higher boiling oxygenated constituents without which the oil is not of first quality. Of course, prolonged distillation requires more fuel, and often it seems as though during the last hours practically no more oil can be recovered, for which reason most distillers stop operating. Yet, the few per cent of oil coming over in the sixth and seventh hours are most important of all, and an oil containing them is undoubtedly worth a premium. Shorter distillation results in oils of lower specific gravity, higher optical rotation and a lower content of oxygenated compounds. High grade lime oil should have a specific gravity of not less than 0.864 at 15° C.

5. The Florentine flasks must be large enough to permit complete separation of the oil. The oxygenated compounds are more soluble in water than terpenes which distill over in the first hours.

#### NEW LIME VARIETIES

The Department of Agriculture of Trinidad some years ago developed through cross-breeding the so-called T-1 Lime, a hybrid between the West Indian and the Philippine limes. It has the great advantage of being hardier and is, therefore, more resistant to wither-tip and other diseases. Further-

Diversity in the physical and chemical constants of West Indian lime oil is traceable to a variety of reasons but especially to the methods of distillation used by producers. Although considerable efforts are being made toward improving and standardizing the quality of West Indian lime oil, there is no consistent practice for running stills and making oil. At left is a lime still in Dominica where the industry generally is on the upgrade after numerous adverse events; below, a distillery in Dominica, home of ten lime factories



more, it bears fruit outside of the main lime crop. However, there are several disadvantages connected with the T-1 limes:

1. The flavor of juice and oil is rather harsh, resembling that of lemon.
2. The acid content of the juice is low.
3. The essential oil of the T-1 limes does not seem to stand up; upon aging it easily turns "turpentine."

The T-1 lime fruit is larger; it resembles the lemon. About 20 per cent of the Trinidad lime crop consists of this hybrid. Dominica and St. Lucia do not raise it. Since the cost of manufacturing juice and oil from the T-1 limes is the same as that for regular limes, there really is no advantage in producing this oil. Besides, shipments to New York have been rejected, while England accepts the oil at slightly lower prices than that paid for regular West Indian oil. The experiment with the T-1 limes cannot be considered successful.

#### CONDITIONS ON THE VARIOUS ISLANDS

In the following we shall give a short survey of the present situation prevailing on the various West Indian islands in regard to production of lime fruit and its by-products.

##### A. Trinidad and Tobago

Limes are grown on estates producing also cocoa and coconuts. There exist approximately 3,000 to 4,000 acres of lime plantings. Around 1916 an acre planted with 150 trees produced about 20 to 40 barrels of fruit at four to five years and 160 to 180 barrels at maturity. The present yield (10 to 15 barrels at four years of age) is much lower, probably because of poorer soil and cultural conditions as well as the wither-tip disease. The yield of fruit could undoubtedly be increased by proper fertilizing and manuring.

Within the last few years comparatively large areas of mature seedling trees have died from undetermined causes. Trinidad and Tobago do not suffer from pests or diseases except wither-tip.

There are ten lime factories in Trinidad and one in Tobago. Eight of these distilleries market their oil through the West Indian Lime Oil Sales Co., Limited. Exports from Trinidad and Tobago of lime oil, distilled and handpressed, during the last few years read as follows:

Distilled Oil	
1938	33,403 lbs.
1939	47,401 "
1940	49,373 "
Handpressed Oil	
1938	938 lbs.
1939	1,148 "
1940	1,505 "

##### B. Granada

In 1939 there existed about 730 acres of lime plantations which meant a decrease of 33 to 40 per cent against previous years. It is presumed that growers will again extend their plantings. The exports were 6,600 pounds distilled lime oil in 1939 and 3,992 pounds in 1940.

##### C. St. Lucia

The industry was firmly established around 1920 and the level of production was maintained until 1927 when the first attack of wither-tip caused a severe set-back. It resulted in considerable curtailment of

the areas of production, especially in the regions of high rainfall. Disease again affected the industry in 1933 when the citrus root weevil did a great deal of damage. In the following years many seedling trees died. Since then the growers have replaced dead and dying seedling trees with West Indian limes budded on sour orange stock. At present about 1500 acres are under cultivation, but much of this area contains trees which are not yet in full bearing. Production in the next few years will average about 25,000 barrels of fruit. In 1940, 5,247 pounds of distilled oil and 594 pounds of handpressed oil were exported. The producers in St. Lucia are now joined with the West Indian Limes Oil Sales Co., Ltd.

##### D. Dominica

The island of Dominica reached its peak of production in 1921, with over one-half million barrels of fruit, but soon afterward Dominica suffered from a number of adverse conditions. There occurred a severe outbreak of wither-tip in 1922, and the hurricanes of 1926, 1928 and 1930, together with the wholesale death of seedling trees from root diseases, did tremendous damage. On top of all this came the collapse of the market for concentrated lime juice. The area of budded lime trees is now about 1500 acres and, aside from very small native owned plantings, no considerable extension is anticipated. Since 1926, the Department of Agriculture has distributed nearly 160,000 budded lime plants, mainly on sour orange stock. Wild grapefruit and rough lemon have also been tried. The recent advance in prices is likely to bring about an upward trend in production, but the effects of frequent hurricanes, wither-tip and root-rot may retard this movement. Because of the danger of wither-tip, it might be necessary to raise the limes mainly in drier areas. There is hope that the budded trees will not die out as universally as the old seedling trees did a few years ago. The latter still continue to die. Production within the next five years will probably not exceed 120,000 barrels of fruit annually. Export figures read:

Distilled Oil	
1939	15,483 lbs.
1940	23,904 "
Ecuelled Oil	
1939	18 lbs.
1940	.....

In general it may be said that the Dominican lime industry is again on the up-grade.

##### E. Montserrat

The area under lime cultivation is estimated at about 500 acres, but even this figure is probably exaggerated because the groves are very severely thinned, many trees and parts of trees having died. The exports were as follows:

Distilled Oil	
1939	177 lbs.
1940	463 "
Ecuelled Oil	
1939	2,052 lbs.
1940	981 "

The bulk of the crop still comes from seedling trees but they continue to die out. Efforts are being made to replant with trees budded on sour orange root stock. Much injury has been done by scale insects. The roots of seedling and budded trees are attacked by the grubs of citrus weevils, while the adult weevils feed on the leaves. In most parts of the island it is necessary to shelter the plantings by windbreaks, lime trees being

most susceptible to drought, humidity and exposure to wind which easily carries off the flowers.

#### F. Jamaica

Lime trees occur mainly on the north coast and in certain portions of the western part of Jamaica. There exist a few irregular patches, but the main crop originates from trees scattered in coconut plantations and pastures. No reliable data as to total acreage under limes can, therefore, be given.

The lime trees of Jamaica suffered little from wither-tip disease or from dying out of seedling trees. The stock seems to be rather resistant also to citrus weevils which were prevalent but did little damage.

Efforts are being made to introduce the seedless or Persian variety of limes which, though less hardy, is expected to find a good market abroad in competition with Italian and Californian lemons. Good results were obtained with Persian limes budded on West Indian lime stock. The great majority of trees, however, are still West Indian seedling limes.

The export of distilled lime oil from Jamaica was about 9,000 pounds in 1939 and 6,000 pounds in 1940. The smaller growers sell their fruit to the larger operators; there are four or five lime oil distilleries in Jamaica. Most of the sales have been made through the West Indian Lime Oil Sales Co., Ltd.

#### G. British Guiana

About 1,000 acres are under lime cultivation. During 1939, 588 gallons of distilled lime oil were exported and during 1940, 618 gallons. The plantings are not likely to show much increase.

Altogether the West Indies produce almost 100,000 pounds of lime oil yearly.

#### QUALITY OF WEST INDIAN OIL

Thanks to the efforts of M. V. Lloyd, director of the West Indian Lime Oil Sales Co., Ltd., considerable efforts are being made toward improving and standardizing the quality of West Indian lime oil. According to Lloyd,<sup>11</sup> running the stills too fast and shutting off before the end fractions are entirely over reduces the specific gravity and, as the end fractions contain more aromatic elements than the early fractions, the quality is affected. There is no consistent or standard practice in the West Indies for running stills and making oil. Factories operating small stills run a batch to exhaustion in a couple of hours. Others vary from six to eight hours in operation and, undoubtedly, when rushed or running to capacity, all hurry the stills along, believing that the minute quantity of oil recovered at the end of the run does not compensate for the fuel expended.

The limits for the specific gravity of good lime oil are as follows:

Temperature	Lower Limit	Upper Limit
15°C.	0.864	0.867
25°C.	0.856	0.859
28°C.	0.854	0.857
29°C.	0.853	0.856
30°C.	0.852	0.855
31°C.	0.851	0.854
32°C.	0.850	0.853

It is advisable that the manufacturers check the specific gravity of distilled lime oil by using a

<sup>11</sup> Report of the First Annual General Meeting of the West Indian Limes Association, Inc., Trinidad, 1941.

hydrometer graduated from 0.820 to 0.880 and standardized at exactly 15.56° C.

Not infrequently the trade has complained that the various lots of West Indian lime oil reaching the market showed considerable diversity in regard to physical and chemical constants. Such variations, of course, are due mainly to the different climatic and soil conditions of the various islands, to the season, to the difference in quality of the fruit material employed and especially to the methods of distillation applied by the numerous producers. On some of the islands the exporters do not carry large bulked lots of oil from which they could draw a uniform quality for export orders. On the contrary, they keep only small lots in stock and purchase from the small producers "from hand to mouth," so to speak, whenever orders from abroad call for certain quantities. This procedure results in much variation in quality of the lots reaching the consumers. It seems desirable that methods be adopted to assure a more uniform quality of shipments and also that physical and chemical constants be standardized to meet certain minimum requirements. The good reputation of the West Indian lime oil would greatly benefit from such measures.

(To be continued)

### Sell to Fit the Public Purse

MISS NAN BEAM, business consultant, comments on the shift in buying habits. Many, who formerly bought large jars of expensive creams, now have to purchase small jars. When they can't get their accustomed brand, they substitute a well-advertised brand which they are assured is well made. She would like to see some of the exclusive houses package in small sizes for new customers and to aid old customers with reduced incomes.

The better paid defense workers although too timid to go into exclusive shops where they feel out of place, nevertheless purchase quality goods when available in the drug stores. They window-shop the smart shops on Sundays, then try and duplicate the merchandise they've seen. Miss Beam feels that the exclusive houses can have a fine new market in these customers if the needs and buying habits are studied.

As a trade we must emphasize quality, not quantity, today. The groups, whose incomes are diminishing, will purchase quality when available in small quantities; those, whose incomes are increasing, will purchase quality in large quantities. It therefore behooves us to advertise quality, forget bargains and junk labels which won't make friends.

The tremendous emphasis put on soaps, to replace the volume sales of colognes and toilet waters, I believe is all wrong. I'd like to see the industry use this time to advertise perfumes and quality products—building a sounder basis for tomorrow instead of the quantity bargain sale approach of yesterday. Remember, advertising today reaches the purchaser of ten and fifteen years from today.—Raymond Lyman

## Keeping Employees Efficient

**W**AR work is enticing so many away from the cosmetic industry that everyone left is sadly overworked. Some staff medicos have prescribed not only vitamin compounds but the old-fashioned liver, beef and iron tonics as well as that other old-timer—hypophosphates. The president of one of the largest firms in the field has ordered vitamins issued "on the house." He believes that his workers must be reinforced in order to meet today's emergencies.

Pointing with pride to the "bounce" of the staff, he wanted to know if I saw any other people with such square shoulders after sixteen hours of work. "I tell them to go home," he laughed, "and they practically order me out of the office as being in the way. Doctor N. keeps an eye on them and has not only changed their eating habits but has put in a kind of cafeteria. A cart is wheeled around once an hour in the morning. Freshly-squeezed orange juice, tomato juice and coffee. Afternoons, baked apple, coffee or tea. Evenings, the cart is left where everyone knows it's handy; two kinds of sandwiches on wholewheat bread are wrapped in wax paper, coffee or tea in thermos bottles, individual packages of seeded raisins. You'll find people here doing three persons' work. But nobody gets sick. Feed them well and watch them carefully."

Work in itself never hurt anyone, I acknowledged. Those people certainly were doing more than any firm I'd seen this month—and enjoying it. War plants have long since worked out similar systems.—*Raymond Lyman.*

## Britain Should Be "No Monastery"

**G. E. FOXWELL**, chairman of the British Chemical Plant Manufacturers' Assn., made an excursion into the wide field of economic policy when he combated another's argument for a post-war policy of self-sufficiency for Great Britain. We could, Mr. Foxwell admitted, adopt a policy of "ourselves alone." Chemical engineers could help us to produce synthetically many imported commodities. But we could follow such a policy only by causing great distress in countries that depend on this market for their prosperity. Should we not rather, asked Mr. Foxwell, "use our skill and resources in raising the world to our economic level, thus stimulating consumption, instead of cloistering ourselves in a monastery of our own devising?"

We endorse every word of it. Any chemist who, after experiencing with his fellows the evils of economic nationalism during the last two decades, has learned so little from that experience that he can advocate a closed economy for Britain is a misguided patriot and forgetful of his obligations to his profession.

In the difficulties which will arise after the war the loyalties of alliance may become strained and there will be a temptation to revert to a narrower nationalism. The demand for a planned economy, progressive in itself, may very possibly tend to become perverted into such a policy. Every man

who has the privilege of belonging to the world fraternity of chemists ought to oppose the tendency. "National planning" is an out-of-date concept, born of the desperate circumstances of the 'twenties and 'thirties. Planning after this war must be on a world scale, or it will be merely part of our military preparations for the next.

The planning on a quantitative, technical basis, which is the only means whereby the principles of the Atlantic Charter can be put into effect, will reveal the novel, disquieting fact that the world is still really very, very poor; that the human race, by and large, still lives on the poverty line. The gluts of produce, low prices and astonishing technical advances of the last generation have misled us into thinking that the world is rich, that "the production problem is solved." It is a fallacy. There are a hundred thousand production problems to be solved, and nothing less than the concerted energy of the scientists and technicians of the world will solve them. If a genuine attempt is made to bestow on men the "freedom from want" promised by the Atlantic Charter by means of a system of world plans, the trivial gluts and excess production created in the past by the artificial barriers of the pre-war world will be absorbed without trace. If the statesmen who make the peace seriously mean to make freedom from want a reality, the second half of the twentieth century will be a strenuous age, a golden age not in luxury but achievement.—*Manufacturing Chemist.*

## O.P.A.'s Police Chief

**M**ILLIONS of Americans have never heard of him, but all are subject to his supervision and all have seen, or heard of, his agents. Although he's only 33 years old, he has charge of the largest, fastest-growing detective force the nation has ever seen.

He has the power to take an inventory in any kitchen in the land, peer into any garage, demand business information and records and his agents can go into any court, including the one they have set up for themselves.

He is Brunson MacChesney, police chief of the Office of Price Administration. It is his duty to police more than two million businesses and 132 million consumers to see that they obey the Government's 12 rationing programs, hundreds of price regulations and thousands of price directives.

So far, despite his wide power, he has received little public attention. But he is brought into the spotlight by Larston Farrar, in *Nation's Business*.

Mr. MacChesney is described as "a thoroughgoing, full-blooded, deep-dyed American, who smokes ready-rolled cigarettes, drinks an occasional cocktail, is not married or engaged, is 2-A in the draft, owns a '37 Ford, has an "A" gas card, is a Presbyterian by birth, a Democrat by choice and hopes someday to go back to teaching school."

Dropping an anchor in a storm is not as safe as getting up steam and driving into the face of it.—*Howard S. Neiman*



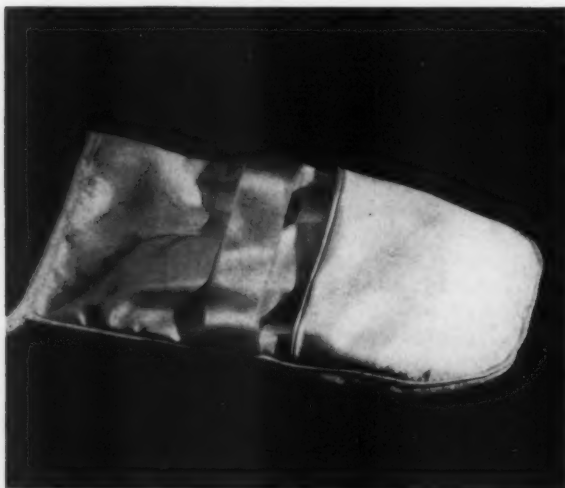
# Packaging

## Portfolio



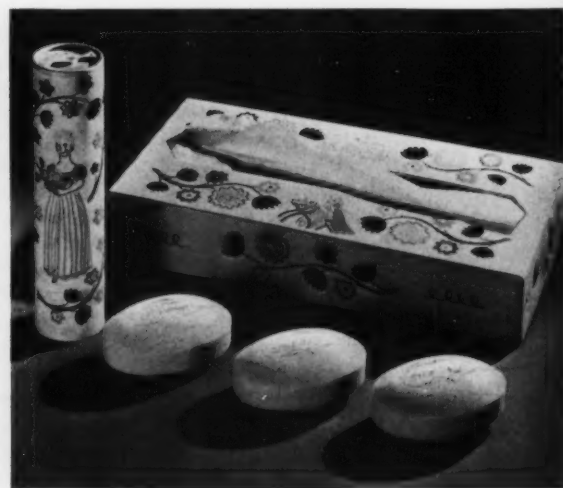
ELIZABETH ARDEN: Efficiency Kits, one for each of four basic skin types, hold essentials for home treatments. An enclosed folder outlines grooming aids, exercises.

MADELAINE: Spree puff is made of silk and velvet material and contains a deodorant powder. Ease of application is a feature of the puff which slips over the hand.

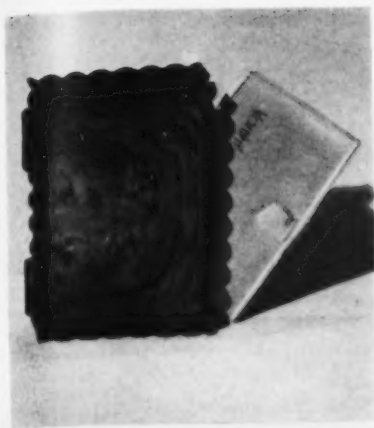


HOUBIGANT: To complete the Translucid make-up line, two items, cleansing cream and retiring cream, are added. Blue caps and the familiar label appear on white jars.

SHULTON: Old Spice Tissue Box holds a cylinder of talcum and three cakes of soap. The box can serve as a cleansing tissue dispenser after removal of its contents.







← **VOLUPTÉ:** For the first time, simulated tortoise shell is used in this style of plastic compact, shown in the firm's spring line.

→ **DERMETICS:** A complete day and night program of six beauty aids is packed in a pink and blue box, designated Ageless Beauty Program.



← **YARDLEY:** Born of a need by English women for an aid to their war hands, this new hand cream now is offered to the American consumer.



→ **CHARLES OF THE RITZ:** To the Moss Rose line are added unbreakable lipstick, rouge cases, of white with handpainted rosebuds.



← **SCHERK:** The Renaissance odor comes in a new dress. Café au lait, brown and gold are the colors used on the label and package.



→ **LUXOR:** Scented to match three floral odors, Body Lotion is suggested for several uses. Its packaging ties into the Scent Series.



← **LAMBERT PHARMACAL CO:** A cylinder of composition, laminated with glassine, replacing a metal can, contains Listerine tooth powder.



→ **LIGHTFOOT SCHULTZ:** Ariderma dry skin soap, containing lanolin, is released in two marketing units to consumers after much testing.





## E. H. LITTLE NOW HEADS SOAP ASSN.

*Succeeds R. R. Deupree as president of Assn. of American Soap & Glycerine Producers . . . Problems discussed at annual meeting in Washington . . . Potash soap makers organize*



E. H. Little



G. A. Wrisley



F. A. Countway



R. C. Edlund



R. R. Deupree

**NEW OFFICERS** were elected at a well attended meeting of the American Association of Soap & Glycerine Producers in Washington, January 21; and in addition numerous matters of vital interest to the closely allied soap and glycerine industries were considered.

The new officers are:

President, E. H. Little

Vice President for Eastern states, F. A. Countway

Vice President for Central States, D. M. Flick

Vice President for Western States, F. H. Merrill

Treasurer, N. S. Dahl

Assistant Treasurer, A. R. Robson

Secretary, Roscoe C. Edlund, Manager of the Association

Directors: F. A. Countway, Lever Brothers Co., Cambridge, Mass.; N. S. Dahl, John T. Stanley Co., New York; R. R. Deupree, Procter & Gamble Co., Cincinnati; G. A. Eastwood, Armour & Co., Chicago; S. S. Fels, Fels & Co., Philadelphia; J. C. Fitzpatrick, Fitzpatrick Brothers Co., Chicago; G. R. Fulton, Beach Soap Co., Lawrence, Mass.; A. Haas, Newell-Cutradt Co., San Francisco; E. B.

Hurlburt, J. B. Williams Co., Glastonbury, Conn.; E. H. Little, Colgate-Palmolive-Peet Co., Jersey City; F. H. Merrill, Los Angeles Soap Co., Los Angeles; E. A. Moss, Swift & Co., Chicago; J. D. Nelson, Andrew Jergens Co., Cincinnati; G. A. Wrisley, Allen B. Wrisley Co., Chicago; C. F. Young, Davies-Young Soap Co., Dayton.

### Potash Soapers Organize

**THE POTASH** soap manufacturers have organized a division of the American Association of Soap & Glycerine Producers and will function to further the interests of potash and liquid soap manufacturers. At a meeting held in Washington, D. C., January 21, Russell Young was elected first president of the new association. Mr. Young's father, C. F. Young, is the dean of the soap industry, having been affiliated with it for more than half a century. It was felt by Herbert Kranich that Russell Young should have the distinction of being the first president of the new association. He was unanimously elected to that position, and Herbert

Kranich was elected vice president. A. P. Federline was elected secretary. Companies represented at the first meeting numbered 26, but there are about 130 potash soap manufacturers who make potash and liquid soaps along with other products. Later, committees and regional chairmen will be appointed.

### Avoiding Spotted Soap

IN TROPICAL countries trouble is occasionally caused by the spotting of packed soap, such spotting being due to the growth of molds, e.g., *aspergillus niger*. There are, of course, several different ways whereby the soap can become infected, but the obvious ones are spore laden air and the use of contaminated wrapping paper. The latter is particularly important as the size on the surface of the paper serves as an ideal media for the growth of fungi under tropical conditions.

It is recommended that where there is danger of soap spotting, the wrappers should be exposed to formaldehyde vapor in a sealed room for 48 hours before use. The inclusion of antioxidants or preservatives such as para-methyl hydroxy benzoate is also an additional safeguard.

### Record Soap Sales in 1942

SOAP sales reported by 75 manufacturers for the year 1942, who are believed to make about nine-tenths of all soap produced and sold in the United States, aggregated \$365,220,197 which is the largest of any year since the census of the Assn. of American Soap & Glycerine Producers Inc. began.

For the 74 manufacturers whose reports make comparisons possible, the dollar sales of soap in 1942 were 11.7 per cent greater than in 1941, and 40.5 per cent greater than in 1940. The dollar sales of soap by these 74 manufacturers for these eight years were as follows:

For 1942	\$364,222,483
For 1941	326,133,270
For 1940	259,246,209
For 1939	269,928,043
For 1938	255,723,902
For 1937	248,677,971
For 1936	228,670,997
For 1935	202,111,749

In pounds of soap sold other than liquid, comparisons are possible for 67 of the reporting manufacturers, who showed sales in 1942 aggregating 2,930,954,011 pounds. This was 6.6 per cent less than in 1941, though it was 10.7 per cent more than in 1940. Liquid soaps, while very small in volume compared with other soaps, showed 2,476,785 gallons reported sold in 1942 by 40 of the reporting manufacturers whose reports are comparable, which was 3.9 per cent less than the corresponding figure in 1941, although 30.8 per cent more than the corresponding figure in 1940.

Fourth quarter sales in 1942 for 74 manufacturers were reported as \$85,855,848. While this total

was 9.3 per cent less than the third quarter of 1942, it was 22.1 per cent higher than the fourth quarter of 1941 and was also 42.4 per cent higher than the quarterly average of the five years 1935 through 1939.

As to pounds and gallons of soap sold in the fourth quarter of 1942, the 688,221,782 pounds of soap other than liquid sold by 67 manufacturers in that quarter was 7.6 per cent less than in the third quarter, 10.1 per cent more than in the fourth quarter of 1941, and 9.5 per cent more than the quarterly average of the five years 1935 through 1939; while the 612,641 gallons of liquid soap sold by 40 manufacturers in the fourth quarter of 1942 was 13.5 per cent more than in the third quarter, 9.5 per cent less than in the fourth quarter of 1941, and 44.7 per cent more than the quarterly average of the five years 1935 through 1939.

### Soap in New Auto Polishes

A SIMPLE paste polish, which has been accepted by the Russian Zis auto works, is compounded as follows:

	Per Cent
Water	16.35
Soap	4.05
Glycerine	6.75
Kerosene	19.30
Dibutyl phthalate	3.55
Abrasive	50.00

Another contribution to the field of car polishes has recently been made in the form of an emulsion, no-rub polish. According to the inventor (U.S. Pat. 2,274,509) the liquid dries quickly and the polish lasts a long time, even under adverse conditions, and is quite waterproof. This last characteristic, which is the vital improvement over previous wax emulsions, is obtained by the addition of a small amount of casein and zinc sulfate to the soap, water, wax, and shellac suspension. A typical formula follows:

Carnauba wax (No. 3 refined)	6.67 oz.
Oleic acid (U.S.P.)	0.52 oz.
Potassium hydroxide	.13 oz.
Japan wax	.27 oz.
Triethanolamine	.31 oz.
Powdered borax	.13 oz.
Ammonia (26°) in 3.5 oz. water,	100 drops
Water	26 oz.
Shellac solution in 5¼ oz. water	5¾ oz.
Booster solution in 5¼ oz. water	2¾ oz.
Water (final)	21 oz.

The booster is made by adding 5 oz. casein to 1 qt. water, mixing with a solution of ½ oz. potassium hydroxide in 2 oz. hot water, then adding 1 oz. of strong ammonia, 0.8 oz. of zinc sulfate in 2 oz. of boiling water, and finally ¼ oz. of yellow pine oil. The mixture is stirred until thick and 10 oz. cold water added. By omitting the final water (21 oz.), a no-rub floor polish is obtained. The emulsion is maintained by the potassium hydroxide and oleic acid, which form soap.

## Citrinin in Medicinal Soaps

RECENT biological research concerned with the development of anti-bacterial substances from molds may prove of great interest to soap manufacturers. Preliminary experiments carried out by Harold Raistrick, George Smith and Dr. A. E. Oxford at the Biochemical Laboratory, London School of Hygiene and Tropical Medicine, have shown that the whole of the anti-bacterial potency of metabolism solutions of the mold, *Penicillium citrinum*, can be attributed to the presence in them of citrinin.

It is stated in *Chemistry and Industry*, November 22, 1941, that citrinin is formed by *Penicillium citrinum* on a variety of simple, inexpensive synthetic media, from all of which it is readily isolated in an almost pure form and with almost quantitative recovery by simple acidification of the filtered metabolism solution with hydrochloric acid. It crystallizes readily from boiling alcohol and keeps indefinitely with only slight change in color. It readily forms a mono-sodium salt which at pH 7.0-7.2 gives solutions in water that are practically colorless in spite of the strong color of the parent substance.

If the claims of this new chemotherapeutic agent are borne out by further biological tests now being carried out it is certainly worth remembering as a possible additive for medicinal and surgical soaps. Particularly noteworthy is the fact that the mono-sodium salt is soluble in water and that its solutions are neutral. This new material citrinin certainly seems to merit further investigation from research workers in the larger soap plants.

## Water Softening Saves Soap

FACED with a possibility of soap rationing due to the shortage of natural vegetable oils, British industrialists consuming large quantities of soap are giving increasing attention to water softening as a means of reducing soap. Some interesting facts are given by F. Courtney Harwood, director of research, British Launderers' Research Assn., who states: "If we consider water 10 deg. total hardness, it is found that a hundred gallons of such water will destroy 17½ ounces of soap while 100 gallons of water of 15 deg. hardness will destroy 26 ounces of soap. If we base our calculation on water of 10 deg. Clark then we find that for every 100,000 gallons used in washing clothing approximately 9¾ cwt. of soap will be destroyed unless the water has been previously softened." The present price of soap in Great Britain is round about £40 per ton so that 9¾ cwt. would cost £19-0-0.

In contrast to the wise attitude of a number of hard headed business men it is of interest to mention the stupid and short-sighted "economy" measures of several municipal water concerns in Great Britain. These have decided that certain of their base-exchange water softening plants should be shut down so as to save salt. Now common salt

is today about 80 shillings a ton compared with ordinary laundry soap at £40 per ton. The hardness of water is increased in certain districts in England by 30 per cent which means that ¾ lb. of soap is now being wasted per 100 gallons more than in the pre-war period. Every pound of salt saved in the working of the base exchange process entails the use of about 3 lbs. of salt for making soap. How short-sighted some of our leaders are.

## Accelerating Saponification

THE USE of emulsified oils for saponification is of more than academic interest and may soon become a practical proposition. By careful control of emulsification it is possible to accelerate saponification quite appreciably and the finished soap has an attractive appearance and is endowed with commercially good detergent properties.

It will be remembered that P. C. Speers, N. A. Yajnik, D. N. Doyle and M. Shafi carried out a series of experiments in 1933, the results of which were reported in *Journal Chimie Physique*, Vol. 30, 1933, pp. 414-419. These investigations found that the rate of saponification was increased by increasing the degree of dispersion of the oil (time of agitation prior to the addition of alkali) by increasing the volume of the oil phase and by increasing the quantity of emulsifier used.

Increase of the concentration of the alkali used for saponification beyond the quantity equivalent to the oil is without effect. A large excess of alkali or the addition of sodium chloride decreases the rate of saponification due to the fact that demulsification takes place. When the emulsion is diluted with water, the rate of saponification is likewise decreased, while the addition of ethyl alcohol has a marked effect in increasing the rate of saponification.

## Builders for Soaps

OF GROWING interest to soapers are the comparatively new "builders" such as sodium phosphometa-borate, sodium thiotetraphosphate, sodium aluminate, sodium alumino-silicates. The first named is a mild alkali used in place of borax and possessing the somewhat unique property of preventing calcium precipitation. Sodium thiotetraphosphate (Anon., *Chem. Zeit.*, 1939, 90, 697.) is now accepted as a very useful detergent with hard water and finds growing applications in Germany where the conservation of soap has to be practiced to a very considerable degree. Sodium aluminate has been suggested for use with certain washing compounds and it should prove of value for kitchen use and mechanics' hand soap. Certain laundries now make use of sodium alumino-silicates in place of soda ash as it is claimed that they possess exceptionally good emulsifying and rinsing properties. It will, of course, be remembered that these alumino-silicates find their chief use in base-exchange water softening.



## DIM PROSPECT FOR U. S. GROWN SPICES

*Pepper, pimento, cardamon, cinnamon, ginger, mace and nutmeg excluded by climate, soil conditions and labor costs expert reports to National Farm Chemurgic Council*

by M. L. VAN NORDEN

**PEPPER** is the principal one of our spices. It has perhaps the most delicate flavor of all the spices. Its imports comprise about 30 per cent of all the spice and spice seed imports. Pepper is grown on the southwest tip of India, west of a range of mountains. It is a very hot, moist, tropical section with unusually rich soil, and it is from this Malabar coast of India that, I believe, pepper first came. It is also grown in southern Siam, Malaya, Borneo and in Sumatra. This country is just under the equator. It has an abundance of rainfall, a hot and humid climate and perhaps the richest soil in the world. The latitude of these points is about equivalent to the section from the northern part of South America to the mouth of the Amazon river. I have been told that botanical gardens all around the world have tried to raise pepper without success. It is a plant that requires about six years to come to maturity. The pepper must all be picked by hand and the little berries stripped off their stems. It must be washed and dried with the greatest care, and there is an enormous amount of work put on every pound of it. Even when all pepper comes from hot tropical countries with rich soil, the pepper from the different producing countries varies in appearance and flavor.

### CLOVES

Cloves first came from Ternate, one of the Molucca Islands, and this business in cloves went on for hundreds of years with India and China before Europeans ever went out to the Spice Islands. The Dutch moved the clove industry from Ternate to Amboyna but although Amboyna was

not far away the cloves did not thrive on Amboyna as they had at Ternate because the soil and climate were not exactly the same. However, they are still being grown there. Cloves were then taken to Madagascar and the islands north of it and were grown there to some extent, then tried on the island of Zanzibar and its neighboring island Pemba. Here they thrived and Zanzibar is now the chief supplier of cloves, with some coming from the hot coastal valleys of eastern Madagascar and some still from the Moluccas. The latitude of all of these places is just south of the equator. Attempts have been made the world around to grow cloves and although they have been grown they have never been grown successfully in a commercial way.

### GINGER AND CINNAMON

Ginger is the only one of the spices which grows underground and it is a tuberous root of a plant growing a couple of feet high above ground. The interesting thing about ginger is that it not only comes from three principal districts but all of them are in about the same latitude. Jamaica produces the best ginger in its highly fertile volcanic soil. The largest volume of ginger comes from Sierra Leone in the western bulge of the African continent and the balance of the supply comes from the Malabar coast of India, also a hot tropical region with unusually rich soil. Ginger has been grown in other countries but lacking the proper soil and climate the root is heavy and fibrous and has not the sweet pungent flavor of the ginger which we know.

Cassia and cinnamon are both bark taken from

trees. They have similar flavor, cassia being much stronger, and both are sold as ground cinnamon. Cassia is grown in three principal places, in the tropical southern part of China, in Indo-China and on the western side of Sumatra. In gathering cassia, the bark is cut from the trunk of the tree and its branches. The tree is cut down and a new one grows up in its place. In the Sumatra cassia the outer bark is scraped off. All of this work is done by hand. The most pungent of the cassias is that coming from Indo-China, the hottest and most humid of the three climates. Cinnamon comes from a tree which is kept cut down so that the bark is really taken off the shoots. These shoots have the outer bark scraped off and it is the inner bark that furnishes the cinnamon of commerce. It takes about seven years to produce a cassia tree and a great deal of hand work in cutting, trimming, assorting, drying and packing the bark. The natives in these countries get the equivalent of ten to fifteen cents a day in wages. Attempts have been made in many countries to raise cassia commercially but all of these have failed. The tree may grow but the flavor is not the same. An instance of this is Seychelle cassia which is grown on the Seychelle Islands north of Madagascar. It looks like cassia but the flavor is quite different. The cassia coming from the hot, moist country of Indo-China has three times the flavor strength of the cassia coming from the more temperate southern China.

#### **NUTMEGS**

Nutmegs and mace are part of the same fruit. The nutmeg when it is mature is surrounded by a thin shell. Around this shell clings the mace which looks like a piece of pink fern. Around the mace is the husk of the nutmeg. Each husk must be opened up, the mace taken off carefully and laid to one side to dry, the inner shell broken and the nutmeg taken out.

Because there is a fly which lays its egg in the flower of the nutmeg and because this fly develops into a worm as the nutmeg develops, every nutmeg must be tapped. This is done by dropping it on a cement slab on which the worker sits. If it is not sound it must be thrown aside since only sound nutmegs can be shipped. Nutmegs and mace come only from two sections, the Netherlands East Indies and Grenada which is just off the northern coast of South America and in about the same latitude. There is a difference both in appearance and flavor between the nutmegs of Grenada and those of Banda and other eastern places. The Grenada nutmeg is not the same shape and it has not as strong nor as sweet a flavor.

#### **PIMENTO**

Pimento is the only spice indigenous to our hemisphere and it is grown in Jamaica. Pimento is the fruit of a tree. It is called allspice because it combines the flavor of cinnamon, nutmeg and clove.

The last of the spices listed is cardamon seed. This is the most exotic of our spices. It grows on a slender shrub-like plant in little clusters and is

all harvested by hand. This spice comes from the Malabar coast of India and from Ceylon, and some from Guatemala.

I think that there is no limit to the ingenuity and resourcefulness of our American people and especially of our American farmers. But having traveled around the world and been in the principal spice-producing countries, having talked with spice growers and merchants, with the natives themselves who have worked on the plantations and having lived in the climate where spices grow, I cannot and do not believe that we have anything in our United States in the way of climate and probably in the way of soil to correspond with the combination of climate and soil which is necessary for the proper growth of spices. Spices need an enormous amount of rain evenly distributed. They need a humid, tropical climate, free from frosts or cold weather, a tropical sun and a soil unusually rich. All soil in tropical countries is not suitable for the growth of spices. As I have said, spices have been planted in many places and most soil is not suitable for them, even though the elements of sun and rain are favorable.

#### **EUROPE FAILED; CAN WE SUCCEED?**

If the European countries could have raised spices, even some variety with less than the standard tropical strength and flavor, they would have done so long ago because their need for new crops and added income has for generations been far greater than our own ever was or is at present. Likewise, if spices could be grown in our southern states I believe they would have been long ago. We have a delightful climate in Florida and the soil and climate are ideal for oranges and lemons; but if you were to step from Florida to Saigon from where Saigon cassia is shipped or to Telok Betong from where pepper is shipped, you would feel a great difference in heat and humidity. You would not find any oranges growing there. The sun is far too hot. The same is true of the Brownsville district of Texas.

For the above reasons, and taking into consideration the factors of soil, climate and labor costs, in my opinion the standard spices could not be grown successfully in the United States.

#### **Alcohol Drawback Tax Clarified**

**STEWART BERKSHIRE**, deputy commissioner of Internal Revenue in response to an inquiry by John S. Hall, counsel for the Flavoring Extract Manufacturers Assn., has clarified a number of points on the drawback of tax on distilled spirits used in the manufacture of non-beverage products.

His comments follow:

You request to be advised whether a manufacturer using tax-paid distilled spirits in the manufacture of extracts or flavoring ingredients which are later used in the manufacture of soft drinks, confectionery, bakery and other articles of food may claim drawback as follows:

1. At the time of the production of said extract or

flavoring ingredient, which is unfit for beverage purposes;

2. On the use of said extract or flavoring ingredient in a finished or fountain syrup or other article of food which is likewise unfit for beverage purposes;

3. Upon the sale of the finished still or carbonated soft drink or other article of food which contains very little or any of said distilled spirits (ethyl alcohol) used in the production of said extract or flavoring ingredient.

Section 3250 (1), Internal Revenue Code, is specific in that it authorizes the allowance of drawback on fully tax-paid distilled spirits used in the manufacture or production of medicines, medicinal preparations, food products, flavors, or flavoring extracts which are unfit for beverage purposes and are sold or otherwise transferred for use for other than beverage purposes.

Drawback may not be claimed at the time of production of the extracts or flavoring ingredients since the product must be sold or otherwise transferred for use for other than beverage purposes as provided by law and regulations before such claim may be filed. Likewise, drawback of tax may not be claimed on distilled spirits used in the manufacture of extracts or flavoring ingredients upon the use of such extracts or flavoring ingredients by the manufacturer in the production of syrups or articles of food.

### Orange Crop Low

THE crop of California oranges this year is short. For some reason not clearly understood the orange trees after two or three record years fail to produce for one season. Added to the short crop which is more than 21 per cent below last year's level, packers are experiencing an acute labor shortage. Consequently, marketing the crop will be delayed.

### Food Price Ceilings

AN ENTIRELY new program for fixing ceiling prices on foods at all distribution levels, designed to replace the present program which contains more than a dozen individual regulations and which has not worked out, is in preparation and will begin to go into effect next month.

### Citrus Fruit Program

A PROGRAM under which citrus fruit handlers in California, Florida, Texas, and Arizona may be required to set aside specified quantities of fruit for processing was put into effect by Agriculture Secretary Wickard. The order covers lemons, grapefruit, limes, and all varieties of oranges except tangerines. The quantities of each fruit to be set aside by handlers will be determined by the director of food distribution on the basis of a percentage of fruit shipped by the handlers during specified periods. The fruit set aside may be sold at any time to a processor or any government agency for processing, or may be processed into juice by the

handler subject to existing orders relating to such processing. To insure growers and handlers a fair price for the fruit to be set aside, the Food Distribution Administration said it will "stand ready" to supervise the pricing of the fruit purchased by processors.

### Use of Pure Vanilla Urged

THE EIGHTH annual meeting of the Vanilla Bean Assn. of America, Inc., was held at the Lafayette Hotel, New York, N. Y., on the evening of January 29th.

The president's report was delivered by M. Cortizas of M. Cortizas and Co., Philadelphia, Pa., retiring president, who exhorted the members to assure fair prices to manufacturers of vanilla extracts, and to do all in their power to see that necessary raw materials are made available in ample supply to keep existing suppliers operating during the war emergency.

Particularly stressed at the meeting was the advice to members to undertake a campaign to stimulate the consumption of pure vanilla among housewives, so that substitutes will not undermine the future of the vanilla market in this country.

J. Manheimer of J. Manheimer, Inc., presented the treasurer's report, which was followed by the election of officers for the year 1943. Edward S. Buckley of Thurston and Braidich, New York, N. Y., was elected president; Francis T. Dodge of Dodge & Olcott, New York, N. Y., was elected vice-president; and J. Manheimer was reelected treasurer. Members of the executive committee elected were as follows: M. Cortizas, Fred Huber of F. Huber Co., New York, N. Y., and William H. Triest of Zink & Triest, Inc., Philadelphia, Pa.

### Spice Quotas Changed

THE SUPPLY of ginger and cloves was increased by supplementary order M-127 issued by the WPB January 4.

The cassia (cinnamon) quota was cut from 60 to 50 per cent. No changes were made in the quotas of other spices.

Starting January 1 the clove quota was increased from 90 to 100 per cent and ginger from 100 to 115 per cent of deliveries, acceptances or use in the corresponding period of 1941. Up to October 31, 1942, the imports of ginger in that year were 92 per cent above those of 1941.

### Food Not Affected

INVENTORY limitation order L-219 of the WPB excludes foods or beverages for human or animal consumption from the definition of "consumers' goods." Merchants who did more than 50 per cent of their business on foods, soft beverages and confections in 1942 are exempted from provisions of the order. If a merchant is a controlled merchant and stocks foods and beverages he may exclude sales, inventories and receipts of such commodities from records and reports concerning the order.



## What did *you* do today ... for Freedom?

Today, at the front, he died . . . Today, what did *you* do?  
Next time you see a list of dead and wounded, ask yourself:

"What have *I* done today for freedom?

What can I do tomorrow that will *save* the lives of  
men like this and help them win the war?"

To help you to do your share, the Government has organized the Citizens Service Corps as a part of local Defense Councils, with some war task or responsibility for every man, woman and child. Probably such a Corps is already at work in your community. If not, help to start one. A free booklet available through this magazine will tell you what to do and how to do it. Go into action today, and get the satisfaction of doing a needed war job well!

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Come with us, and enjoy the beauty and aroma of our flowers, for here you will find new joy in your discoveries. Pluck a rose, inhale its rich bouquet, or perchance your choice will be the delicate lilac, or the subtle gardenia. In our garden you will

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INTO  
OUR  
GARDEN



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If you are in the market for Musks, we invite your inquiry.

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*certainly do have* **ATTENTION VALUE**

In times like these, it's a wonderful help for you to be able to draw upon Swindell's great assortment of smartly designed stock bottles. The five illustrated are "headliners"--but there are many more to choose from. Write for our catalogue.

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 BALTIMORE, MARYLAND  
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 ROBERTO ORTIZ—HAVANA CUBA

*When you think of bottles think of*

*Swindell*



## Shingles for Pharmacists

**WHY NOT** a shingle for the registered man? As far as I know the registered pharmacist is the only professional man who does not have a shingle. If we want respect for the profession of pharmacy, and all of us do, we must command it. I believe that a professional shingle for the registered man will go a long way towards accomplishing this end.

The registered man could hang out a shingle bearing on it "Pharmacist John Doe," or abbreviated "Phm. John Doe." The title, of course, indicates the general field, and below could be placed the registered man's specialties. One engaged in retail pharmacy could rightly call himself a "Prescriptionist," and if it were desired to add another specialty, "Laboratory Technician," or "Public Analyst" could be included. The shingle could be of wood, with the usual gold letters on a black background, or it could be in gold leaf, low down, and near the door on one of the show windows; in either place reading something like this:

Phm. John Doe  
Prescriptionist &  
Laboratory Technician

Richard Roe, B.S. in Phar.  
Pharmacist &  
Public Analyst

It is also suggested that a listing of the store's registered men, together with their respective titles or degrees, be included on the prescription labels and on the store's letter heads.

## Cosmetics are Essential

**ALTHOUGH** cosmetics may appear to be non-essential, even the dictator nations were unable to stop the trade by decree. In the early days of the Soviet Union, cosmetics were banned, and immediately a large bootleg traffic sprang up from Poland, so the business was finally turned into a government monopoly. In Germany, cosmetics were also banned with no more success than the prohibition of liquor in America, and at last reports Germany was still one of the largest cosmetics markets in the world.

## Growing Scarcity of Perfume

**PERFUMES**, the great esoteric luxuries of the beauty cult, are rapidly getting into a bad way. In the first place alcohol is scarce. In the second place most of the important essential blending oils and odors came from Europe.

Imported French perfumes are practically all gone. These were the luxury articles of the trade and, including the high duties sold at retail for \$10 an ounce and up. A leading Fifth Avenue shop, questioned about the imported perfume situation, said the only one it had which actually was imported in bottled form was Guerlain's Coq d'Or—at \$40 for a 2½-ounce bottle.

The same store reported several other perfumes available, however, made from essences imported from France. Included were Jean Patou, \$35 an ounce; D'Orsay Intoxication, \$18.50 an ounce;

Chanel No. 5, \$13.25 an ounce; Guerlain Shalimar, \$21 for 1 1/3 ounces; and Madame Tuvach' ranging in various fragrances and priced from \$45 to \$100 an ounce.

There has been little or no hoarding of these high priced perfumes. Makers for years have rationed retailers, and retailers, in turn, have informally rationed consumers.

Large stocks of European blending oils and odors were built up in this country before the war to be made into perfumes over here, but they are running low. It is estimated there are enough on hand for the rest of this year and perhaps for part of 1944 if supplies are handled with care. Naturally, this is being done.

The perfume makers sound another hopeful note. The North African invasion may make it possible to bring back, on returning ships, supplies of geranium oil produced there. This oil is an important perfume ingredient and can be fractionated, also, to produce other odors. Rose and jasmine are two other perfume essentials which are running out.—*Sydney Self in Wall Street Journal.*

## Scotch Women Buy Cosmetics

**A CORRESPONDENT**, Robin Walker, of the Scottish Amalgamated Trade News Agencies, writes that the high prices being asked and paid indicate just how much women in Scotland value toilet goods.

The shortage of face powder is now so acute that very limited supplies are seen even in the biggest stores. Few packs are on show and most of the stores are selling by weight loss from display jars arranged along their cosmetic counters and thus allowing the buyer to select her color and amount. Price for these powders are definitely high and 12/6 (\$2.50) for a pack of make-up, equal in size to what was sold prewar at 3/6 (70 cents) is definitely no exception. Women buyers in the Edinburgh stores are paying such prices without objection. Stocks of all types of beauty products are now very low. In one big center visited, deodorants, and a limited amount of proprietary creams, were the only other goods offered.

Soaps are also greatly increased in price in the exclusive stores. In one Princes Street, Edinburgh, exclusive women's store, an entire window display was given up to soap tablets, an unheard of thing in prewar days. These, of normal size and not claiming any remarkable value or properties, were priced at 1/10 (36 cents) per cake or 4/6 (90 cents) for three. While not perhaps an excessive charge, such a price is definitely higher than soap of equal quality which can be bought elsewhere. Loose powder was also featured by this store with small packs at 4/- (80 cents). One fashion which has definitely caught on in the cities here, although less prominent in the towns, is nail varnishing and is perhaps as much in demand as is lipstick. Supplies of both are extremely limited and are likely to be even more so since cosmetics are strictly on quota and there is no hope of any improvement for the duration of the war.

# **PEONY PARENTO**

*still one of the finest  
perfume oils!*

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***For*** creams, lotions and  
many other cosmetic  
preparations... pleasant,  
pervasive, persistent...

*Sample gladly furnished on request*

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# New Products and Processes

## Rockleigh in powdered form

For makers of powders and creams who have relied on oak moss as their main perfuming ingredient the Sparhawk Co., Sparkhill, N. Y., offers a Rockleigh in powdered form. It has a slightly greenish color but it is stated it is not objectionable to the extent that it would discolor normal talcum. The aroma is fragrant and when it is incorporated in a finished article the oak moss odor predominates the perfume. This, it is added, is favorable because in making up trefle perfume the subordinate odor ingredients may be absorbed and leave the product almost odorless. By utilizing the powdered oak moss it not only retains the perfume in itself but by becoming mixed with the talcum powder it remains fragrant for long periods.

## Flexible wood link matting

Flexible wood link matting, which may be rolled or folded up for easy handling and cleaning, makes for safety underfoot, is comfortable to stand on and affords good drainage, according to the American Mat Corp. The ends are beveled to reduce the danger of tripping. The mats come in natural wood color. The mat is one inch thick and is furnished in three stock sizes but also may be obtained in special sizes of any length. The matting is suitable for use in factories and around machines and behind counters. Full details about it will be given to any one interested.

## New Atlas chemical materials

Atlas Spans and Tweens—new emulsifiers, detergents and wetting agents, are announced by the Atlas Powder Co. A 24-page technical booklet describing these materials is available on request. The Spans and Tweens include emulsifiers for water-in-oil and oil-in-water emulsions of either the temporary or permanently stable type and range in solubility from completely water soluble to completely oil soluble. They are supplied in concentrations of 97 to 100 per cent and are virtually free of soap and inorganic salts. Formulas of the materials, their specifications, solubilities and many suggested use formulas are given.

## Commercial t-butyl hydroperoxide

Standardized at a concentration of 50-60 per cent (10 per cent available oxygen) commercial t-butyl hydroperoxide, offered by the Union Carbide Corp., appears to be especially adapted for use as a catalytic agent in one or two phase

polymerizations, as an oxidation agent for laboratory purposes, as a drying accelerator in oils and for other purposes. It is said to be an unusually stable liquid with an active oxygen content of 17.8 per cent at 100 per cent concentration which can be handled and shipped in large quantities without danger of explosion. It is soluble in many common organic solvents such as alcohol, ether, ketones, esters and aromatics and is slightly soluble in water and is comparatively stable in the presence of various alkalis and acids. Samples will be sent to anyone interested on request.

## Magni-focuser

For reading burettes, thermometers and finely graduated instruments, the Magni-focuser, offered by the Wilkens-Anderson Co., relieves the eyes through magnification and gives binocular vision, according to the company. It fits over ordinary eye glasses, is made of non-breakable plastic and is a combination magnifier and shade. The magnification is about three times.

# Announcements

## Standard synthetics 20 years old

Standard Synthetics, Ltd., of London, England, which was established by J. L. Hindle in 1923 completes its twentieth anniversary with a well knit organization functioning abroad and in the United States, through its American company, Standard Synthetics, Inc., of New York. The latter company was established in 1938 and is under the management of Edward Remus who is president of the concern. A brief history of the company is given in the 1943 catalog which will be sent to anyone interested upon request.

## Government reference manual

"Does anybody put out a directory to the federal government?" is one of the questions most frequently asked at the Office of War Information's U. S. Information Center in Washington. The answer is, "Yes." The OWI itself puts one out. Through its Division of Public Inquiries it prepares and publishes the U. S. Government Manual. But the manual is more than a directory. It is a comprehensive ready reference handbook. Its 700 pages detail the legislative powers, functions, location and names and titles of chief officials of all of the government departments and

agencies. It also contains organization charts, a list of current federal publications and an invaluable section on "abolished and transferred agencies and functions." It is fully indexed both by subject and personnel. As a reference book the manual is as important to citizens dealing with their government as a dictionary is to a secretary.

The Fall-Winter 1942 Edition of the manual is available from the U. S. Information Center or the Superintendent of Documents, Washington, D. C., for \$1, either in money order or check.

## Indicating and control thermometers

Five new bulletins describing the firm's complete line of industrial indicating, recording and control thermometers have been issued by Wheelco Instruments Co. Bulletin G23-2 discusses the operating principle of Wheelco thermometers and gives information to aid the user in selecting the proper instrument. Copies will be sent to those interested on request.

## Information on substitute materials

Information on substitutes or alternates for materials on the critical list, together with information on available sources, is given by the Berliner Technical Research Organization. Substitutes are offered for major materials faced with actual or threatened shortages. The Berliner information is issued on loose leaves in a system of continuous monthly supplementary reports. Subscribers seeking highly specialized information not contained in the regular service are offered individual consulting privileges without charge. It is claimed that more than 30,000 concerns are subscribers.

# Books to Aid You

SUBSTITUTES. H. Bennett. 5½x8½ in., 225 pages, cloth covers. Chemical Publishing Co., 1943. Price \$4.

This is a useful, a timely, a condensed and a conveniently arranged handbook of substitutes and alternatives for chemicals, metals, fibers and other commercial products, and it includes a plan for making a proper choice. The first 50 pages are devoted to the introduction, substitute requirements, miscellaneous, including handling, formulation, proportions, methods of manufacture, costs, use of the finished product and testing. The balance of the book covering over 150 pages is devoted to a list of substitutes and alternatives. Each is listed alphabetically. In addition there is a good index.



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# AMONG OUR FRIENDS

► Philip E. Haebler is joining the Goldschmidt Chemical Corp. of New York as vice-president. He has resigned from van Ameringen-Haebler, Inc. Mr. Haebler is a member of the Toilet Goods Assn. convention committee.

► Dr. Eric C. Kunz, president of Givaudan-Delawanna Inc., New York, N. Y., is one of the contributors to the January issue of

*Chemical Industries Magazine* on the subject of patents. In his article Dr. Kunz asks whether we really follow the principles, thoughts and ideas laid down in the federal constitution in promoting science and invention by



Dr. Eric Kunz

securing to inventors the exclusive rights to their discoveries. He wants to know if the basic thought as expressed in the constitution ought now to be modernized in order to adapt it to present day conceptions of democratic principles. The chemical industry, he points out, favors a system whereby all patent applications are tested by competent chemists with the inventor having the right to prove his point if the government chemist is unable to substantiate claims made. If this procedure were followed, he states, a great many applications now in preparation would never be made because in testing a patent the Patent Office would then be in a position to decide conclusively whether a given application or a given claim actually does promote the progress of science. Statistical files show that the average cost to obtain a patent after the invention has been made and completed in the laboratory is about \$600. He thinks that such an expense constitutes a sort of monopoly by keeping those inventors who do not have \$600 from securing their patents. He believes that a lower cost system would increase the pace of progress in the chemical industry.

► Lynn R. Fairbanks, president of the Ex-Cel-Sis Products Co. with headquarters in Salt Lake City, Utah, where the firm was started by his mother, now in retirement, was the subject of a biographical sketch in the Salt Lake City *Desert News* recently. The company now does business in 40 states. Mr. Fairbanks, before the U. S. declared war, purchased from France the

largest shipment of essential oils ever to enter the intermountain states. It is interesting to note that Mr. Fairbanks has an unusual avocation. When not attending to his business he acts as a bishop of the Mormon church. In this church heads of divisions corresponding to parishes in other churches are called "bishops" instead of rectors, pastors, or ministers. As bishop of Emerson Ward, well-known and long-established ward or parish, in Salt Lake City, Mr. Fairbanks has ecclesiastical responsibilities very similar to those of clergymen or pastors in other churches but he carries on his business as well, for that is where he makes his living.

► Dr. Ralph Bienfang, professor of pharmacy, Oklahoma University School of Pharmacy, Norman, Okla., has been elected vice-president of the Section on Historical Pharmacy of the American Pharmaceutical Assn. Dr. Bienfang is well known throughout the industry for his researches in the field of aromatics.

► Dr. Rudolph G. Liszt, author of "The Last Word in Make-up," conducted a practical demonstration of make-up for the benefit of teachers and drama students and instructors at the Prince George hotel, New York, N. Y., January 16. Demonstrations of photographic and street make-up also were included.

► Henri E. Costerg, of Parfums Dana, New York, N. Y., is receiving the congratulations of a host of friends on the arrival December 18 of Joan Edmee Carol Sue. Both mother and daughter are reported to be doing well.

► Harold Paull, in charge of manufacturing in the cosmetic division of the Brunswick Drug Co., Los Angeles, Calif., until a short time ago when he joined the navy as a pharmacist's mate, has been made master-at-arms.

► T. H. Garlick, sales manager of Seeley & Co., Inc., New York, N. Y., and Mrs. Garlick announce the arrival of a son, Bruce Kinnear. The baby was born at St. Vincent's hospital, New York, on January 19. Mr. Garlick claims that Bruce is the future national tennis champion!

► F. A. Cosgrove, treasurer of Johnson & Johnson, New Brunswick, N. J., has been elected acting president of the company to fill the war time vacancy caused by the resignation of Arthur H. Clapham, who has joined the Navy as

lieutenant commander assigned to the office of the Secretary of the Navy. Col. Robert W. Johnson, commanding officer of the New York Ordnance Division, is on war leave from his position as chairman of the board of Johnson & Johnson.

► Miss Virginia Gates is the new director of advertising and sales promotion at Mary Dunhill, Inc.

► H. Huber Boscowitz, New York sales manager for the F. N. Burt Co., has been elected a member of the board of



H. H. Boscowitz

directors of the Travelers Aid Society of New York. Through the medium of the society's special program for men in the armed forces, both Mr. and Mrs. Boscowitz have been expressing their interest in this war work. The department was created

to meet the special needs of men in the military services and supplements the well established program of providing aid to civilian travelers in distress. Large lounges and special information centers exclusively for the use of service men were established in Grand Central terminal and in the Pennsylvania station. Both serve a total of almost 3000 men daily. The one in Grand Central is the largest in the United States. Mrs. Boscowitz is a volunteer supervisor two days each week in the Grand Central lounge and Mr. Boscowitz donated two large pool tables much enjoyed by the men. Recently he began a campaign to supply the snack bar of the lounge with 100 dozen doughnuts daily for the entire year to go with the coffee that is dispensed without charge.

► Charles Horney, West Coast representative of Van Ameringen-Haebler, Inc., with his headquarters in Los Angeles, Calif., has been called to Washington, D. C., to serve with the Lend-Lease Commission, Russian Division. Succeeding him is Joseph Darr, who comes west from the New York, N. Y., headquarters.

► Miss Jacqueline Cochran, head of her own cosmetic firm, has been re-elected president of the Ninety-Nines, international organization of women pilots. Currently Miss Cochran is director of women's flying training to provide trained women fliers for ferrying planes for the U. S. Army air force. Their duties include flying army planes from factories to fields, etc.



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has proved that this is not merely wishful thinking, but an actual fact . . . Orchids have long been a symbol of feminine allure at its loveliest. Orchid "V" is a new creation in keeping with this high tradition. It is fabricated entirely in the United States from domestic materials, and offered at a practical price — as another step by the House of Albert Verley & Company to make you independent of uncertain raw material supplies. Write for working samples and quotations.

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*Aromatics*

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▶ Albert Dillinger, perfumer-chemist for van Ameringen-Haebler, Inc., New York, N. Y., in an interesting article on "What's in a Perfume" in the December 11 issue of *The Family Circle*, written by Stewart Robertson, discusses some interesting phases of the business. The most popular odor through the years is rose, he says; and there are more than 200 varieties of rose perfumes on the market. He then chats about various methods by which odors are extracted from flowers. Because it would take 25 tons of violets to yield one ounce of violet perfume oil, perfume chemists evolved ionone, which is the indispensable base for all violet bouquets. He also discusses the psychological effect of odors on ill persons and brings to light many interesting facts about the creative side of the perfume business.

▶ Miss Ruth Mildred Picker, daughter of Sidney Picker of Miners, Inc., New York, N. Y., and Mrs. Picker, was married to Dr. Norman Joseph Glucksman in the Sinai Temple, Mt. Vernon, N. Y., January 31. Following the wedding a reception was held in the Community House, at which more than 500 were present. Following a honeymoon through the Great Lakes region, Dr. and Mrs. Glucksman will reside in Stevens Point, Wis., where the bridegroom is associated with the Dept. of Agriculture.

▶ Lieut. T. C. Sheffield, formerly western manager of the New England Collapsible Tube Co., Chicago, Ill., son of L. Tracy Sheffield, president of the company, has been appointed aide-de-camp to Brig. Gen. Arnold Krogstad, commanding general, Fifth District, U. S. A. Air Force Technical Command. A series of rapid advancements has highlighted Lieut. Sheffield's career since he entered the service. He was graduated from Officers' Training School, Miami, Fla., in August, 1942, and was immediately appointed to the staff of the school as an instructor. After teaching military subjects for several months he was made adjutant and supply officer in one of the technical school squadrons in Miami Beach. He continued in this capacity until his new appointment.

▶ Ray D. Grun, Pacific coast representative at Los Angeles for the Upjohn Co., has been nominated for the office

of president of the Allied Drug Travelers of Southern California. His was the only nomination for the office. He will succeed Carl Gross, who is head of the Angelus Supply Co. Oscar F. Jackson, of the Brunswick Drug Co., and Cecil M. Blackhurst, of the Western Wholesale Division of McKesson & Robbins, will again serve as treasurer and secretary, respectively.

▶ Harry Garlick, vice president of the Toilet Goods Manufacturers Assn. of Canada, has received word that his son passed examinations with highest honors among a class of 200 at a flying school in Quebec.

▶ Mrs. Ben Kapp and Miss Ethel A. Kapp, Los Angeles, wife and daughter of Ben Kapp, Pacific Coast representative for Van Dyk & Co., New York, N. Y., have been given positions of responsibility with the USO in Southern California. Mrs. Kapp has been made one of the official chaperons of the Desert Battalion and Miss Kapp has become one of the managers of that battalion.

▶ Neldon Hoyt, formerly production manager for Allied Products, Inc., has joined Evans Chemetics, Inc., New York, N. Y., as production manager.

▶ Irwin D. Wolf, founder of the well known Wolf award which has done so much to stimulate sound packaging, has been drafted by the Office of Civilian Supply, WPB, Washington, D. C., to make a study of the progress made to date in simplification and standardization in the field of distribution. Mr. Wolf is vice president of Kaufmann's department store in Pittsburgh, Pa.

▶ Robert E. Horsey has joined the sales staff of Givaudan-Delawanna, Inc., New York, N. Y., in the new products division. Mr. Horsey is well qualified by technical education, training and experience to handle the sales application of research developments.

▶ Lieut. Peter K. Sheffield, son of W. Kyle Sheffield of the New England Collapsible Tube Co., is an instructor in the air corps at Stamford, Texas.

▶ Lubin Palmer of Solon Palmer, New York, N. Y., plays the flute in the Montclair (N. J.) Civic Orchestra.

▶ Harry A. Mier, vice president of Sales Builders Co., Los Angeles, has been appointed chairman of the Southern California Cosmetic Division of the War Savings Staff, by the U. S. Treasury Dept.

▶ Lawrence A. Appley, the new executive director of the War Manpower Commission, Washington, D. C., is vice president of Vick Chemical Co., New York, N. Y. He served previously as special assistant to the Secretary of War on civilian personnel.

▶ Glenn L. Haskell, one of the foremost figures in the alcohol industry, who is well known throughout the per-



G. L. Haskell

fumery and flavor industries, has been elected president of the United States Industrial Alcohol Corp., New York, N. Y., succeeding Charles E. Munson who becomes chairman of the executive committee. Mr. Haskell was vice president

and director of sales of the company for some years and in 1934 was elected a director. In the late twenties Mr. Haskell served as a member of the executive board of the American Manufacturers of Toilet Articles, since merged with the Toilet Goods Assn., and prior to that time was a member of the convention committee of the association.

▶ Sanford L. Hirschberg has been elected a vice-president of the Peck Advertising Agency, N. Y., with which he has been associated for more than ten years as account executive.

▶ Philip Slapin has been appointed sales director of Standard Synthetics, Inc., New York, N. Y.

▶ Rudolph R. Cubicciotti has been appointed executive assistant to Julius F. Roten, vice president of L. Sonneborn Sons, Inc. Following his graduation as a chemical engineer from the University of California, he served for 17 years with the Union Oil Co. of California.

▶ F. S. Dieterich, vice president of the Mennen Co., Newark, N. J., discussed the road ahead in pharmacy at the recent meeting of the F. W. D. A. in New York.

▶ J. E. Butler, Los Angeles manager for the United Drug Co., who has been with that company for more than 20 years, has been transferred to St. Louis, Mo. The transfer is in the nature of a promotion. Mr. Butler went to Los Angeles from the company's San Francisco organization. H. B. Storm, Chicago branch manager, who has been with the concern 25 years, will succeed him.

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# NEWS FROM WASHINGTON

by ARNOLD KRUCKMAN, *Washington Correspondent*

## FDA most important government agency affecting the industry

The Food Administration looms as the most important government agency concerned with your business. It has powers under Executive Order 9280 which give it control over *almost* every aspect of your industrial and commercial daily life. This order, which has the effect of law, is so broad that many here think it makes the Food Administration one of the three most powerful parts of the federal government. At this writing the limits of its scope have not been defined, and the actual structure of the agency itself has not set.

It is extremely difficult even to those in the know here to grasp where the Food Administration begins and where it meshes with the Department of Agriculture and particularly with the War Production Board, the Office of Price Administration, the Bureau of Economic Warfare, War Manpower Commission, Office of Defense Transportation, Lend-Lease Administration, Department of Interior, State Department, etc.

## Hot undercover fight for domination of FDA

The present situation of the Food Administration is complicated with innumerable qualifying conditions including a hot and terrific undercover fight for its domination by the radicals of the ultra-New Deal group, and, apparently, by some commercial interests.

There also seems some doubt whether or not Secretary Wickard will be able to maintain himself in the job. It seems inevitable that Congress itself will take a hand in reducing the muddle to practical proportions. This investigation logically will involve an inquiry into some of the operations of the important elements of the cosmetic, flavor and allied trades.

## Food Distribution Administration controls most raw materials

The Food Distribution Administration has control over most of the materials and services with which you are

concerned. Roy Hendrickson is the administrator of this section. He comes from Scandinavian Minnesota, and has been in the Department of Agriculture for some years. He has been a newspaper reporter and a radio broadcaster. He is an interesting person who knows the habits and ways of Washington thoroughly. Your particular interests come under the Deputy Administrator C. W. Kitchen, formerly chief of the Agricultural Marketing Service. Your various materials come directly under the control of H. C. Albin, chief of the Special Commodities Branch, formerly chief of the Purchase Division of the Surplus Marketing Administration of the Department of Agriculture. Under him there are various sections.

## Essential oils and fruit extracts sections and their chiefs

The Essential Oils and Special Foods Section is headed by L. Thornton Davis, who has in his section as essential oils specialist Dr. A. L. Kalish. Oils and fats come under T. L. Daniels, chief of Fats and Oils Branch, who was transferred from WPB. Some of your interests come under the Fruits and Vegetables Branch, headed by A. K. Baylow as chief. In Mr. Baylow's branch there is a section devoted to fruit extracts which also includes synthetics and many more commodities than appear to be described by the term fruit extracts. It is headed by N. W. Waller. Compliance Branch, to prevent undue speculation, profiteering, fraud, and to report on violations of orders, regulations, and agreements, is headed by J. M. Mehl as chief. There is a branch to supervise the affairs of processors, which does not yet have a head; a branch devoted to the business of wholesalers and retailers, headed by Daniel A. West. The Requirements and Allocations Control unit, which will determine how much of the commodities you sell shall be distributed to whom, including lend-lease, will have a director, yet unnamed. Regional administrators have been appointed for the Northeast with headquarters at

New York, Buell F. Maben; for the South, headquarters at Atlanta, James H. Palmer; Great Lakes, headquarters at Chicago, E. O. Pollock; Midwest, headquarters at Des Moines, Russell Mather; Rocky Mountains, headquarters at Denver, Leonard R. Trainer; Pacific Coast, headquarters at San Francisco, Merrit A. Clevenger; Southwest, headquarters at Dallas, Lester J. Cappleman. Secretary Wickard has ruled out any dollar-a-year men from any industry under any pretext. Consultants who serve without pay have no authority or responsibility, and may not function on any business connected with any former employer.

## Essential oils purchased by government for various purposes

The Food Distribution Administration buys for lend-lease, for domestic government needs, and largely for Army and Navy and similar purposes, the huge food and non-food purchases hitherto reported monthly by the Department of Agriculture. The branches and sections enumerated above purchase the materials and commodities sold by your industry. The list of essential oils on the schedule includes: almond, angelica, anise, sweet basil, bay, bois de rose, camphor, caraway, cardamon, carrot seed, cassia, celery, chamomile, cinnamon, clove, coriander, cubeb, cumin, dill weed, erigeron, estragon, fennel, geranium, ginger, grapefruit, hops, hyssop, juniper, laurel leaf, lemon, lemongrass, lime, lovage, mace, mandarin, sweet marjoram, mustard, myrtle, neroli, nutmeg, orange, organum, palmarosa, parsley, pepper, peppermint, petitgrain, pimenta, rose, sage, sassafras, savory, spearmint, sweet birch, tansy, thyme, valerian, vetiver, wintergreen, wormwood, ylang-ylang, rue, rosemary, orris root, mastic, linaloe, jasmine. They buy synthetic fruit extracts such as strawberry, lemon, cherry and lime. At present they appear to be buying fruit powders which are made into jams and jellies in Russia and England; lemon juice powder is used to make beverages for soldiers

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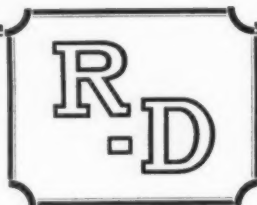
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**LOS ANGELES**

in foreign countries. The soldier is supposed to get at least 4 ounces of citrus fruit juice in some form or another each day. Spices in any form come under Food Administration. The control comes under the Beverage, Condiment, and Sugar Branch, headed by J. P. Delafield. Cocoa comes under the Food Administration. Fats and oils are controlled by the administration.

#### **A complex jumble of sections and committees to regulate**

When the order became effective the entire food division of WPB, as well as all other units having to do with food in WPB, was transferred to the Food Administration. The chemicals division of WPB was bereft of its entire fats and oils section; it lost its fertilizer unit; and parts of other units. The whole farm and machinery equipment division of WPB was taken over by the Farm Administration. It took the food section of the Consumers' Goods Division of the Office of Civilian Supply of WPB; and the fats and oils unit of the Chemical Section of WPB General Commodities Division, as well as the Food Containers Unit of the Containers' Section of the General Commodities Division. Upwards of 50 industrial Advisory Committees were transferred from WPB to the Food Administration. It is estimated the action affects 50,000 establishments, employing over 1,000,000 persons. WPB itself has actually transferred upwards of 1,000 members of its own personnel to the Food Administration. More business interests and more personnel may be transferred.

#### **Jurisdiction of cosmetics and drugs branch divided by order**

It is apparent much of the essential oils work of the Drugs and Cosmetics Section of Chemicals Division of WPB has been absorbed by the Food Administration. The transfer of functions includes transfer of administration regulation and controls. The Food Administration will issue the orders affecting its interests, and will enforce its orders. It is still not clear whether or not the Food Administration will take jurisdiction over all essential oils. The Food Administration holds that it should control the few that are still left open to question because it sets up the claim that it should control the things and the products of things that come from the earth, under a general agricultural classification. For example, the concentrates used to flavor beverages are administered by the Food Administration, but the beverages still come under John Smiley of WPB. By the same reasoning it is probable the essential oils and the fats and oils used as ingredients to

make cosmetics and perfumes would come under the jurisdiction of Food Administration while the finished (or end) product would remain under jurisdiction of the Drugs and Cosmetics Section of the Chemicals Division of WPB. However, these details of jurisdiction have not yet been finally adjusted. There is a definite inclination to bring all phases of a product under control of Food Administration.

#### **Non-food materials allied to food program**

The order is clear that non-food materials allied to the food program come under Food Administration, including grain for alcohol. Probably most of the debatable ground will be cleared when the argument over the politics of the new agency is settled. The conflict is expected to require the arbitration of the President. It is generally assumed the Farm Bureau stands behind Mr. Wickard. The radicals want Marvin Jones, former New Deal congressman from Texas, in the job.

#### **Transactions in concentrated citrus juices drastically restricted**

The issue that has captured the attention of Congress is the Food Distribution Order 3, Part 1405, published on January 7. It appeared so routine when it came out that no one except those most vitally concerned paid much attention to it. As interpreted by another agency it is construed to mean that it forbids all transactions in the United States for domestic, export, or import of concentrated orange and lemon juices, unless sales are made to lend-lease, Army and Navy. There is no expiration date for the order. Veterans' hospitals may not be solicited or sold, and the order includes private and municipal hospitals.

#### **Beverage sales may be terminated indefinitely**

Beverage flavors are combined in a mixture of peel oils and juices. Labels which come under jurisdiction of the Food and Drug Administration would be difficult to change. This means that the entire civilian beverage sale in the United States, and for export, is terminated indefinitely; and this signifies that citrus fruit oils themselves will diminish in use, unless the manufacturers revert to their old formulae which did not contain concentrated juices. Another order on January 12 directed handlers in California, Florida, Texas, and Arizona, to set aside an undefined quantity of fresh lemons, grapefruit, limes and oranges to be delivered to processors for production of concentrates and oils. A third order late in

January placed all grapefruit under the over-all limitation on sale, import and export. Some congressmen drew the parallel between this order and the export of 17,000,000 pounds of butter to Russia, and the allocation of oleomargarine for domestic use. Supplies bought for government account do not come under the general maxima price control. Substitutes like synthetic extracts and flavors, apparently to be used in beverages, were reported to be in production in varieties and quantities presumed to be intended for an expanding domestic market.

#### **Makers of rail lacquer get break in supply of base material**

Manufacturers and dealers in nail lacquer were given a break by the Drugs and Cosmetics Section of the Chemical Division, WPB, in the relaxation of the order which prevented them from obtaining any base material for their product. Late in January it was decided the manufacturers would be permitted to purchase 22 per cent of the total quantity they used during the year 1942. Apparently the material will be available until April 1. The basic product stems from nitrocellulose. The manufacturers who secure their allocation may allocate the same percentage to each of their customers. The government controls the allocation to the manufacturers, but has no control over the further allocation.

#### **Raw materials now available and some that are cut off**

Chemicals Division also announced acetic anhydride is available without limit for synthetic flavors and perfumes; 29 per cent of normal supply of glycerine is available for cosmetics, toilet preparations, dentifrices, and shaving preparations; 80 per cent supply of phosphorous is available for dentifrices; castor oil has been cut off for cosmetics; dichlorethyl ether has been denied for use in cleaning compounds; and toluene was denied for use in cleaning compounds. Order M-103 prohibits limits to 60 per cent of 1941 use of all dyes made of organic pigments for lipsticks, and nail polish. Bright and dark shades will be especially affected. The restriction does not apply to dyes made of vegetable colors, and to synthetic dyes. The order is retroactive to January 1, 1943. Talc has been placed under inventory restrictions of PR-1 by General Inventory Order M-161. Order M-115 further curtailed the use of tin in toothpaste and shaving cream tubes. There is increasing talk about plastic tubes here. A number of Bills have appeared in the House providing the familiar \$1 drawback on alcohol used in non-beverage production.



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# NEWS and EVENTS

## **In changing from tin to glass if size is changed, change price**

OPA has warned manufacturers that they cannot reduce the size of their containers in changing from tin to glass packaging without reducing prices.

## **Cosmeticians, beauty operators and hairdressers must work or fight**

Draft boards have been advised that the work of male cosmeticians, hairdressers and beauty operators are non deferrable occupations and men in such positions, regardless of dependents, must get into war work or fight. Facilities of the U. S. Employment Service are being mobilized to enable men with dependents who are in these occupations to find war jobs.

## **Ball Brothers Co. purchases Aridor Co. of Chicago**

The Aridor Co., Chicago, Ill., manufacturers of closures for glass containers, announces that ownership of the company is now held by Ball Brothers Co., Muncie, Ind. The Aridor Co. will continue to function as an independent unit in the manufacture and sale of caps. No change in management is contemplated; Col. R. G. Peck remains as president and R. G. Peck, Jr., as vice-president and sales manager.

## **Lambert tests new bottled toothpaste**

Lambert Pharmacal Co., St. Louis, Mo., has launched a new Listerine bottled toothpaste. The new product is being tested in Oklahoma City, Knoxville, Tenn., Salt Lake City and Little Rock, Ark. Results of the test and the future packaging situation will determine how extensively it will be promoted.

## **Milky-Way Cosmetics changes from wholesale to direct by mail business**

The business of Milky-Way Cosmetics, 65 Division St., Coldwater, Mich., was changed almost over night from a strictly wholesale business catering to beauty salons nationally to that of direct by mail business to consumers. According

to Miss Mary E. Hall, manufacturer of these cosmetics, this change took place because of the inadequate merchandising of many shop owners and because of the large number of women workers in war plants and factories who were affected with skin trouble caused by flying particles, acids and other incidents due to a 24-hour manufacturing schedule. Milky-Way protective creams are sold largely to women factory workers under the latter plan.

## **Lipsticks, rouge, nail polish go to French North Africa with AEF**

In the biggest overseas landing force in world history—the invasion of three separate areas of French North Africa by the American Expeditionary Force—great stores of calico, tea, rice and tons of barter goods such as louse powder, deodorants, stockings, lipsticks, rouge, nail polish, soap and chewing gum were carried. The barter goods were provided by the Quartermaster Corps. The cosmetics, it is understood, were distributed among the natives.

## **Association asks retailers to see manufacturers' salesmen promptly**

The Allied Drug Travelers of Utah in a resolution have requested retailers to assist the wholesaler and manufacturer whenever possible by seeing their representatives as soon as they enter retail stores. The resolution points out that traveling men today, in so many cases, have to make train and bus connections and an unnecessary delay of only a few minutes might result in the loss of valuable time.

## **Lighter shades of nail polish, rouge and lipstick predicted**

Far reaching controls over dyes and organic pigments used in consumer products including lipstick and rouge have been placed by WPB order. The sale and purchase of all organic dyestuffs and organic pigments for civilian use were cut by an average of 40 per cent below their 1941 figures. The order is retroactive to January 1. Commenting on the order one observer

stated "Unless organic pigments are used as substitutes, rouge, lipstick and nail polishes will fade from their vivid crimson to a more lifelike pink."

## **Yardley drops demonstrators as wartime measure**

Due to wartime problems such as curtailment of supplies and restrictions on raw materials, Yardley & Co., New York, N. Y., has dispensed with demonstrators. The change which became effective January 1 affects only 38 department stores in cities throughout the country since the firm has limited use of demonstrators to key places.

Getting along without demonstrators is expected to be only a temporary measure for the duration, according to Irving S. Goodwin, sales manager of Yardley. To reach consumers with information about the Yardley line, the national advertising and publicity program for 1943 has been increased. The firm always has been one of the leaders in the use of national media.

Although Yardley is the first large toiletries house to eliminate demonstrators, other companies are curtailing their number as well as limiting the number of accounts, or accepting no new accounts or rationing merchandise to present accounts. Travel difficulties too have resulted in curtailment of supervisors, field representatives, etc.

## **Automatic price fixing discussed by cosmetic men with OPA**

A final meeting of OPA executives with members of the cosmetic industry on the proposed new automatic price fixing order was held at the Empire State building, New York, N. Y., February 3. Many good ideas were expressed, all of which will be given careful consideration before the order is put into final shape.

## **Transportation requirements to be handled by new WPB committee**

The Transportation Requirements Committee, with William W. Judson as chairman, has been appointed by the WPB to consider transportation requirements and priorities.

$C_{13}$   $H_{20}$   $C_9$   $H_6$   $O_2$

# SUBSTITUTES FOR SUBSTITUTES

There was a time when life for the research chemist was comparatively simple. He'd create a new formula for grateful clients, or aid in bringing costs down by suggesting a change in basic ingredients. However, that was all — in what seems — the long ago.

Today, he is a much harassed man.

Not only are vital ingredients denied him — unavailable or price prohibitive — but the substitutes that he so painstakingly created to take their place, have themselves been placed on shortage or priority listings. Today, he must concentrate the full measure of his skill in the creation of *Substitutes for Substitutes*.

Many manufacturers, fighting to keep production moving, have turned to us with their problems. We have, in most cases, been able to supply the necessary help. Our research chemists have, for more than a quarter of a century, made the Florasynth name a byword in the industry, for the creation of effective and successful synthetics. So much so, that our reproductions of natural floral absolutes and true essences have long been accepted as *primary essentials* in the manufacture of countless successful perfumes, lotions and other toiletries.

★★★ FOR VICTORY BUY U. S. WAR BONDS AND STAMPS ★★★

  
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FLORASYNTH LABS. (CANADA) LTD.—MONTREAL • TORONTO • VANCOUVER • WINNIPEG FLORASYNTH LABORATORIES DE MEXICO S. A.—MEXICO CITY

### Convention committee ready for May 12-13 T.G.A. meeting

With his usual enterprise Le Roy R. Root, chairman of the Convention Committee of the Toilet Goods Assn. has again appointed the same members who have served so faithfully in the last few years to arrange for the convention which will be held this year at the Hotel Waldorf Astoria, New York, N. Y., May 12 and 13. This efficient committee which has done much to make members and the guests feel at home at the convention and prior to the war arranged all entertainment is composed of the following: A. C. Burgund, Carr Lowrey Glass Co.; Charles Fischbeck, P. R. Dreyer, Inc.; P. E. Haebler, Goldschmidt Chemical Corp.; W. E. Klaas, Brass Goods Mfg. Co.; M. Lemmermeyer, Aromatic Products, Inc.; M. F. Martin, U. S. Industrial Alcohol Co.; W. P. Murray, Continental Can Co.; Karl Voss, Karl Voss Corp. and J. Blaine Walker, Hazel Atlas Glass Co.

### American Home Products Corp. drops its anonymous role

American Home Products Corp., holding company for marketing and manufacturing subsidiaries, will drop its anonymity and launch a large institutional advertising campaign within a few months.

### California flavor assn. donates blood and then elects officers

Members of the Flavoring Extract Manufacturers' Assn. of California went in a body to the blood bank of the Red Cross in Los Angeles on January 21, the second time they have donated blood in this way since the inauguration of the blood bank movement. Later they held their annual meeting at Lindy's Cafe with President Charles S. Marston, Jr., presiding.

The following officers for the next twelve months were nominated: President, Charles S. Marston, Jr. (incumbent), Neil Flavoring Laboratory, Los Angeles; vice presidents, Lane Guthrie, Lancaster, Inc., and F. A. Fetch, owner of Santa Monica Flavor and Extract Co., Los Angeles; secretary, A. E. Evans, chief chemist of M. E. Bear and Co., Los Angeles; treasurer, Ben Kapp, Pacific Coast representative of Van Dyk & Co. The association is following the plan of selecting its treasurer from the ranks of the supply men and all other officers from the manufacturers' group.

There was an open forum on a number of problems confronting the industry including manpower and the probable effect of the government's program in this field of regulation.



Minus white coats the same efficient and faithful convention committee will again arrange the details of the 1943 meeting of the Toilet Goods Association, scheduled for May 12-13

and the growing shortage of materials. Determination to cooperate with the government in every way, as regards the former, was expressed, and as to the latter, it was reported that the shortage of citrus supplies was acute.

### Joseph Allen elected officer of Bristol-Myers Co.

Bristol-Meyers Co., New York, N. Y., announces the appointment of Joseph M. Allen, advertising manager as assistant vice-president. He was formerly personnel director of the company and later worked in the sales department. He has been associated with the company since 1917.

### Stiff restrictions on soap manufacturers

Under amended Order M-71, stiff restrictions are placed upon soap manufacturers in using lard, rendered pork fat, oleo oil, oleo stearin, oleo stock, edible tallow, edible olive, peanut, sunflower, sesame, raisin seed, tomato seed, cotton seed, corn, soybean, whale oil, seal oil. Shaving soap is one of the eight items provided in a shaving kit by the Army. Tung oil a quickdryer and water resistant, is now produced in substantial commercial volume in a dozen mills operating from Florida, the Gulf Coast to Texas.

### Harry G. Payne heads recently organized Cleveland T.G.A.

Officers of the recently organized Cleveland Toilet Goods Assn. are Harry G. Payne, of Harriet Hubbard Ayer, Inc., president; Walter J. Walsh, of Yardley & Co., Inc., vice-president; Don B. Sherman, of Houbigant Sales Corp., secretary-treasurer; Clarence W. Burt, of Shulton, Inc., publicity director. M. F. Wallace, of Luxor and American Beauty

Products, and W. S. Morgan, of Allen B. Wisley, Inc., are members of the board of directors.

The association was organized in order to establish a liaison agency between representatives of the trade and toilet goods retailers in Ohio, and to help in the planning of the annual Cleveland fall toilet goods show.

### Cross hauls and circuitous hauls to be eliminated

Drugs and Cosmetics Industry Transportation Advisory Committee met recently here and approved plans to eliminate cross hauls, long hauls, differential routings, circuitous routings and excessive hauls. It also approved production at points closest to demand, and purchases from the nearest supplier. The practice of these recommendations, expected to be incorporated in an order, will spread the use of time, the use of transportation equipment, and will enable cars to unload and turn around quickly. It will materially reduce the pressure for more equipment and more locomotives. Purchasing from the nearest supplier also is expected to reduce transportation pressures.

### Yardley limits make-up shades, matched in rouge and lipstick

With the introduction of a new make-up shade, Full Red, Yardley & Co., New York, N. Y., now limits its make-up colors to six. Formerly there were 10 shades in the line but five were dropped and one added and rouge and lipstick are matched to each other. In the six now available, two are on the blue red side, two are red red and two, golden red. Full Red, now being introduced throughout the country, is a deep crimson red.



## Basic Perfume and Flavor Materials

Special perfume and flavor creations

for all purposes.

Your inquiries are solicited.

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CUTLER CHEMICAL COMPANY

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# COMPAGNIE DUVAL

121-123 East 24th St., New York



POWCO BRAND Neutral Soaps are "tops" in the trade because their chemical and physical characteristics are dependably uniform. Year after year, the volume of Powco Soaps has grown as Dentifrice and Toilet Requisite manufacturers have switched to these American products. Today, this large quantity production makes it possible to offer air floated fineness POWCO BRAND Neutral Soaps of the highest quality at an actual saving to you.

Our laboratory will gladly work with you in determining the Powco Soap with the chemical and physical characteristics required for your formula.

## POWCO BRAND

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Tested Quince Seed · Powdered Neutral Soap  
Concentrated Shaving Cream Base

### JOHN POWELL & Co.

116 East 32nd Street,  
New York City.



### Refined glycerine sold in small quantities now under control

Refined glycerine sold by manufacturers and converters in small quantities has been brought under control by revised price schedule No. 38 which has been amended by OPA.

### Cellophane as replacement for tubes and metal tops

The WPB has amended order L-20 to read as follows: "Cellophane and similar transparent films are allowed as a metal replacement for collapsible tubes for tooth paste, industrial oils and greases, and putty and paint. Cellulose caps and bands are allowed as a metal top replacement to serve as the primary closure for liquid and paste soaps, industrial oils and greases, bottled foods, and putty and paint. Inventories are restricted to a 45-day supply."

### Isopropyl alcohol now under complete allocation

Isopropyl alcohol has been put under complete allocation by preference order M-168 amended January 19 by WPB. Concerns wishing delivery during any calendar month must file before the tenth of the preceding month on form PD-600. Small order exemptions for any one month of 54 gallons or less are provided. Methyl alcohol was placed under complete allocation January 15.

### Numerous items for export may be grouped on one form

Exporters are reminded by the Bureau of Economic Warfare that they are still permitted to group on one form BEW-138 a number of items destined

to one or more consumers or purchasers from one or more licensees, so long as the shipment is from a single consignor to one consignee as provided in schedule No. 10.

### Procter & Gamble Co. denies knowledge of theft of secrets

Charles Sawyer, counsel for Procter & Gamble Co., Cincinnati, denied that his client had any part in alleged industrial espionage activities as the federal government opened its trial of the soap company and six other defendants on charges of using the mails to steal information on plans and production of Lever Brothers Co., Cambridge.

No officer or director of Procter & Gamble had any knowledge of the alleged conspiracy to obtain secret formulae, wrappers, advertising plans, and sales figures on Swan soap and other brands, Mr. Sawyer contended, in answer to a lengthy recital of the government's charges by Joseph M. Hargedon, assistant federal attorney.

### Cosmetic credit men have gala time at annual banquet

An unusually enjoyable time was had by about 200 who attended the annual dinner of the Drug, Cosmetic and Chemical Credit Men's Assn. at the Hotel Duane, New York, on the evening of January 15. Former chairmen of the association including E. W. Farrell, who appeared in a convict's uniform, and guests from the trades served by the group were present. W. E. Foster, chairman, presided, and, aided by a committee of officers and members, greeted the guests as they arrived and introduced them. There were no set speeches except a commentary by a

sports expert. Most of the time was spent in renewing acquaintances and making new friends. The usual sumptuous dinner was served and following the dinner members gathered in small groups and amused themselves in various ways until a late hour.

### Cosmetic executives in policy committee to aid sale of war bonds

A committee representing the drug, cosmetic and allied industries to promote the sale of war bonds which was organized to aid the U. S. Treasury is doing a good job for the government. The Policy Committee is composed of the following: Chairman, Lee H. Bristol, Bristol-Myers Co.; Vice-Chairman, Robert B. Brown, Bristol-Myers Co.; C. S. Beardsley, Miles Laboratories, Inc.; Elmer H. Bobst, Hoffman-La Roche, Inc.; H. L. Brooks, Coty, Inc.; Alvin Brush, American Home Products, Inc.; P. L. Frailey, Frailey Products, Inc.; James J. Hill, Jr., Sterling Products, Inc.; Charles Luckman, Pepsodent Co.; Robert E. Lusk, Colgate-Palmolive-Peet Co.; William Y. Preyer, Vick Chemical Co.; A. Craig Smith, Gillette Safety Razor Co.; M. M. Sterling, E. Fougere & Co.; Harold B. Thomas, Centaur Co.; J. T. Woodside, Weco Products Co.

### Popular priced Constance Bennett cosmetics being pushed

Constance Bennett Cosmetics Co., Hollywood, Cal., which became a popular priced line some time ago announces that a promotion campaign has been started. The first advertising in Los Angeles newspapers states that "over a million women have accepted Constance Bennett's offer to save up to 66 per cent on cosmetics."



Members and guests of the Drug, Cosmetic and Chemical Credit Men's Assn. make merry at the annual banquet January 15 in New York

[illegible]

The Animal Kingdom's range of detection distinguishes even individuals. It unerringly follows tracks our senses fail to identify.

Perfumes with *Animal Fixatives* acquire qualities to enrich aroma and give stability. Their odor may be duplicated, but not Nature's *Living Organism*. This special Virus imparts "Life" to perfumes.

(Skunk)

(Musk-rat)

(Mink)

(Marine)

SPARKILL, N. Y., U. S. A.

# AL "E"

**Other mineral oils of heavier body if desired.**

**PLYMOUTH PETROLATUMS U. S. P.**

All Petrolatums are refined and straight filtered from Pennsylvania Crude. None are acid treated and all are long fiber and of U. S. P grades.

Both soft, low melting point consistencies and pharmaceutical grades . . . as well as the regular grades for the drug and cosmetic industry. All grades are offered from Snow White to Amber.

59 BEEKMAN STREET  
NEW YORK, N Y U S A

and PLYMOUTH ORGANIC LABORATORIES, Inc.

### Courses in cosmetic hygiene and advanced cosmetology at N.Y.U.

To encourage sound consumer education on the purchase and use of cosmetics in wartime, Miss Florence E. Wall will repeat the course in Cosmetic Hygiene at New York University School of Education during the second term. The second half of Advanced Cosmetology is open to anyone who has completed the other course; or it may be taken with it. Information about the course is obtainable from the School of Education, New York University, Washington Square, New York, N. Y.

### Revson is new president of National Beauty and Barber Industries Assn.

Martin E. Revson, sales manager of Revlon Products Corp., New York, N. Y., is the new president of the National Beauty and Barber Industries Assn. Other officers of the association recently elected are: L. E. Sandahl, F. W. Fitch Co., first vice president; Harold Bertrand, Conti Products, treasurer; and Lester Stone, general counsel and executive secretary.

### Automobile supply chain enters retail cosmetic business

The war emergency is making strange bedfellows these days in the way of merchandise. The Western Auto Supply Co., well known and long established Los Angeles firm operating retail stores in western states, has just entered the cosmetic business. Charles H. La Rosse, who has been with Kress chain stores and other concerns and also operated a variety store of his own, has been appointed buyer for the cosmetic division.

### Foragers learn character of Japanese fighting on Guadalcanal

Fighting men from Guadalcanal gave a graphic picture of what it means to fight the Japs, at the annual banquet of the Foragers in January.

Corp. Frank Cameron, Sgt. Woodrow Sporn and Sgt. Murray Lewis were guests of the association. Lieut. George Dermody of the Coast Guards, formerly of Richard Hudnut, Inc., and Capt. Peter Forsman, association members, were present. N. Millard and St. John Terrell, other members in the service, were not able to be present.

Corp. Cameron stated that the Japs are masters of camouflage and, as they use smokeless powder, the only way to detect their whereabouts is by means of sound, and sometimes, he added, smell. They are crafty and canny fighters, and actual experiences he re-

lated led the 88 members and guests present to realize that the Japanese present a far more formidable problem than most people imagine.

The affair was arranged by Thomas Gladding, Edward Russell, Bud Keeley, George Zinell and Victor Fredholm. Herbert Georgi was guest of honor and Walter Conklin, newly elected president, presided.

### Martin Schultes acts as Santa Claus at BIMS annual meeting

BIMS of New York held their annual dinner at the Hotel Lafayette, New York, N. Y., January 21, with an attendance of 140 members and guests. In addition to five Victory bonds given away by the BIMS as door prizes, 26 bonds were distributed as prizes in a series of drawings. Martin Schultes acted as combination chairman and Santa



Martin Schultes

Claus in handing out the bonds. Charles Darr of Harriet Hubbard Ayer, assisted in the bond distribution and also sang several numbers. Double bond winners included Karl Voss and Arthur J. Sloss.

Winners of door prize bonds were F. S. Ammerman of Odorbase Mfg. Co.; Frank W. Green (alias Brown, Black and Blue) of National Aniline; M. B. Price of M. B. Price Associates; F. N. Nicholson of Richardson-Taylor-Globe Corp.; Fred L. Butz of White Metal Mfg. Co. Other winners included H. T. Georgi of Houbigant; A. F. Zicht of H. S. Benedikt, Inc.; Dudley Shaw of Allen B. Wrisley; N. Bonelli of Bonelli Drug of Puerto Rico; Cliff Marsh of Menley & James, Ltd.; H. Broder of Harry Broder Co.; Dex Neal of Hilton-Davis Chemical Co.; P. L. Forsman of C. H. Forsman & Co.; J. E. Gabrielsen of Allied Products; Mike Healy of Naugatuck Aromatics; Charles Homan of Dodge & Olcott; Fred Buehler of George Lueders & Co.; C. M. Macauley of Pro-phy-lac-tic Brush; Frank Mahr; Frank Graham of DeVilbiss; George Sands, Elizabeth Arden; James Garvey, Geo. Schmitt & Co.

### First American Fashion Critics Award, Coty-sponsored, is presented

The first American Fashion Critics' Award, which is sponsored by Coty, Inc., New York, N. Y., and given for outstanding contribution to American design during 1942, was presented January 22 to Norman Norell, designer. He received a statuette in

gilt bronze by Malvina Hoffman, and \$1000 in war bonds. Duplicate second prizes of \$500 in war bonds went to the milliners, Lily Daché and John-Frederics. Eight citations for specific fashions important in 1942, and within wartime restrictions, were made to other designers by the award jury which was comprised of leading members of the fashion press.

At the ceremonies in the Metropolitan Museum of Art, speakers included William Church Osborn, president of the museum; Grover A. Whalen, chairman of the board of Coty, Inc.; and Mayor F. H. LaGuardia. Mrs. Edna Woolman Chase, editor of *Vogue* and chairman of the award jury, presented the prizes and read the citations. She was assisted by Miss Virginia Pope, vice chairman of the jury and fashion editor of the *New York Times*. Three radio stations broadcast the program.

### Magnus, Maybee & Reynard tell what essential oil industry does for war

Magnus, Maybee & Reynard, Inc., New York, N. Y., have begun a series of war-time messages in *Fortune* magazine to portray the place of the essential oil industry in the war effort. The first of the new series of informative advertisements appears in the February issue.

### Production of all citrus juices restricted for war purposes

Secretary of Agriculture Wickard on January 6 acted to assure an adequate supply of citrus juices for direct war requirements and also timed the distribution of civilian supplies so that canned grapefruit juice will be available when the fresh fruit supplies are seasonally low.

Under Food Distribution Order No. 3 issued on January 6, extending the effect of previous War Production Board orders, the production of all citrus juices, except unconcentrated grapefruit juice, is reserved for war requirements. The order also prohibits canners from selling unconcentrated grapefruit juice during the remainder of January, February, and March, with civilian supplies of this product to be released by canners after this period.

The purpose of the regulation is to insure adequate supplies of the canned citrus products for Government requirements and to conserve tin plate by requiring civilians to utilize most of these citrus fruits in fresh rather than canned form. More than half of the production of canned grapefruit juice will be available to consumers, but the entire production of all other citrus juices, both concentrated and unconcentrated, will be utilized for war needs.

# B-W LANOLIN U.S.P.

*EVENTUALLY—For better creams, with economy*

B-W Lanolin the superior quality, puts into your cream that which gives the skin that smooth soft velvety feeling.

B-W Lanolin will never cause your cream to darken, is best by test and contains over 15% free and combined Cholesterol.

No other base used in your cream, equals the merits of B-W Lanolin.


**B-W HYDROPHIL** (Absorption Base) Made in U.S.A.

## BOPF-WHITTAM CORPORATION

*Executive Office*  
*Laboratory and Factory*  
**LINDEN, N. J.**

*America's Original Lanolin Producer*  
**ESTABLISHED 1914**

*Sales Office*  
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**Raw Materials**  
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SMART  
MODERN  
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Manufacturers of  
COLLAPSIBLE  
TUBES since  
1892

**TURNER WHITE METAL CO., Inc.** . . . New Brunswick, N. J.



### Lamont, Corliss & Co. hold 25th annual banquet, dance

Lamont, Corliss & Co., distributors of Pond's beauty preparations and other products, held its 25th annual banquet and dance January 8 at the Hotel Roosevelt, New York, N. Y. About 300 members of the company attended. R. H. Cory, president, Thomas W. Lamont, chairman of the board, and Howard C. Smith, director, addressed the guests who included out of town representatives and plant personnel as well as New York office members.

### Givaudan-Delawanna employs woman cosmetic specialist to aid customers

Since women are the largest buyers of cosmetics, Givaudan-Delawanna, Inc., now makes available to their clientele the services of a woman who is trained and educated in the cosmetic field. Accordingly Miss Gertrude M. SaVoie has been transferred from the technical service laboratories to the sales department.

Miss SaVoie has been with the organization for the past ten years and is familiar with perfumes and cosmetics through her work as laboratory technician and through having studied cosmetics from the finished product angle.

Many of the toilet goods manufacturers and establishments employ the services of women as stylists, packaging experts, and sales consultants. Miss SaVoie's duties will be primarily to contact such women in the field in the capacity of perfume and cosmetic consultant.

### DCAT banquet to be held at Waldorf-Astoria, New York, March 4

The outstanding event in the allied drug, cosmetic and chemical industries—the annual banquet of the Drug, Chemical and Allied Trades Section of the New York Board of Trade—will be

held in the Waldorf-Astoria, New York, N. Y., on the evening of March 4. The price per ticket is \$10. Proceeds will be devoted to some charity connected with the war. Reservations should be made direct through the Secretary, John Ostrom, 41 Park Row, New York, N. Y. A speaker of national importance will be announced later.

### DeVilbiss receives Army-Navy "E" for war production activities

For excellence in war production, the DeVilbiss Co., Toledo, Ohio, was awarded the Army-Navy "E," January 11, 1943. The company is still manufacturing atomizers, but only for medicinal use. Perfume atomizers are gone for the duration.

Machines formerly devoted to perfume atomizer production are now turning out parts for planes, tanks, jeeps, and other war materiel. However, DeVilbiss continues to maintain its service and repair department for perfume atomizers.

### Fritzsche Brothers, Inc., entertains essential oil users

F. H. Leonhardt, president of Fritzsche Brothers, Inc., New York, N. Y., was host to several hundred customers and guests on two separate occasions late in January when he presented the latest in a series of colored motion pictures taken by Dr. Ernest Guenther, the firm's chief research chemist, featuring "Essential Oils and their Production in the Western Hemisphere." The films and accompanying talk by Dr. Guenther covered the latter's most recent sur-



F. H. Leonhardt

veys of West Indian, Mexican, Central and South American essential oil production, in addition to a special film devoted to essential oils produced in the United States, and attempted to show the progress now being made by Western Hemisphere producers in supplying our increasing needs of essential oils. Both presentations were held in the grand ballroom of the Hotel New Yorker, the first on January 25 which was primarily for the soap, perfume, cosmetic and allied trades, while the second was for the food, drug, beverage and sweet goods manufacturers and was presented January 28. The several hundred or more stalwarts who attended the latter showing did so in spite of blizzard conditions which prevented a number of suburbanites and out-of-towners from being present. The large turnout was indicative of the industry's keen interest in the raw material problems created by the war.

Dr. Guenther's talk and pictures were preceded by a cordial word of welcome both by Joseph A. Huisking, vice-president of Fritzsche Brothers, Inc., and by Mr. Leonhardt whom he introduced. Mr. Leonhardt then spoke briefly of his firm's decision more than fifteen years ago to inaugurate a scientific-commercial survey of essential oil production that would be world-wide in scope and of their good fortune in having a man of Dr. Guenther's experience and training to shoulder the task. "This carefully planned survey," concluded Mr. Leonhardt, "has now taken on an entirely new significance which we never expected when Dr. Guenther started his investigations. The accurate data which he obtained are now at the disposal of the various government agencies, such as the Department of Agriculture and the Coordinator of Inter-American Affairs, for the development and actual production of essential oils in the Western Hemisphere." Discussion and refreshments followed the lectures.



Essential oil dealers dined, heard reports and elected officers of the Essential Oil Assn. of the U. S. A. at their meeting held last month

*For quality preparations, manufacturers and package houses prefer*

*Sherwood's high quality produced by CONTROLLED SPECIALIZATION*

*White  
Oils*

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**SHERWOOD REFINING COMPANY, Inc.**

*The Refinery of Controlled Specialization*

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ESSENTIAL OILS  AROMATIC CHEMICALS

**P.R.DREYER INC.**

119 WEST 19<sup>TH</sup> STREET  
NEW YORK, N.Y.

**SOMETHING NEW  
TO BE ADDED TO YOUR LINE**

To bridge the void left by alcoholic  
restrictions we urge you to examine our

**BASE for CREAM COLOGNE**

*liquid type*

Produces a very easily diffused product of vanishing  
cream lotion type. Perfume added by cold process.  
Very easy to prepare. Cost to prepare \$.70 per  
gallon (without cost of perfume).

Use your regular line of perfume scents that have  
been used in your alcoholic product or write to us  
for samples of perfume oils which we will be glad  
to select for you.

Send for samples and particulars.

**COMPLETE LISTING OF PERFUMES**  
CATALOG "B"—"PERFUME SPECIALTIES"

**FLOWER OILS · PERFUME SPECIALTIES**

*Our Men Need . . .*

**BOOKS**

**BOOKS**

**BOOKS**

•  
SEND  
**ALL**  
YOU CAN  
SPARE  
•

That book you've enjoyed—  
pass it along to a man in uni-  
form. After a day's duties,  
how lonely and long time  
can seem! A good novel,  
biography, war book, or  
technical work will provide  
amusement, information —  
build morale. Leave your  
books at the nearest collec-  
tion center or public library  
for the . . .

**1943 VICTORY  
BOOK CAMPAIGN**

## **Cosmetic makers in New York watch bill for consumers' bureau**

Cosmetic manufacturers in New York state are watching assembly bill 72 which aims to amend the public health law by preventing the manufacture and sale of adulterated or misbranded drugs, cosmetics, foods and devices. It also proposes a consumers' bureau in the state health department.

## **Joseph Byrne speaks for 85,000 beauty shop owners**

Joseph Byrne, appeared before the hearings of the Murray Senate Small Business Committee, representing the New York City Beauty and Barber Supply Institute. He spoke for 85,000 beauty parlors scattered around the country and urged allocation of badly needed steel and copper. He said the industry needed only 75 tons of steel and 10 tons of copper. He praised the Chemical Division for its cooperation.

## **J. B. Williams Co. protects its employees who retire**

Everett B. Hurlburt, president, has just announced a comprehensive retirement plan for the employees of The J. B. Williams Co., Glastonbury, Conn. This plan is underwritten by Connecticut General Life Insurance Co.

The plan provides benefits both for past service and for service in the future. The past service benefit will be paid for entirely by the company and the company will contribute about two-thirds of the cost of the future service benefit.

The cost to the company of the past service benefit is more than one-half million dollars, which the company intends to fund over a period of years. The total payment for 1942 on account of the plan was over \$88,000.

The benefits under the plan vary with salary and length of service. An employee who spends his business life with the company will receive on the average an income at retirement which, together with his social security benefit, will equal about one-half his average salary.

## **Fixing prices for new cosmetics made by private brand company**

Maximum price regulation 282 for new cosmetics made to the specifications of the individual buyer, which became effective Dec. 14, is based on the manufacturers' March, 1942, cost and applies to private formula products not sold by the manufacturer during March. Retailers and wholesalers are not affected as the new formula applies only to the manufacturer's selling price. The manufacturer computes the unit direct cost

of the product and adds to this the percentage of mark up obtained on the sale of a comparable private formula product which, during the year ending March 31, 1942, was nearest in quality to the sale of the product being priced.

## **Shulton, Inc., increases promotion for first half of 1943**

Shulton, Inc., New York, N. Y., has increased its advertising budget materially over the amount spent in 1942 to promote its three brands of products: Early American Old Spice and Friendship's Garden for Women and Old Spice for men.

## **Beauty shop owners' convention March 15-17 in New York**

Plans are being completed for the International beauty shop owners' convention, to be held in the Hotel Pennsylvania, New York, N. Y., March 15, 16 and 17. Such subjects as how to create war styles to anticipate coming rationing and shortage of women's attire, how to make equipment last for the duration, how to operate with reduced personnel, how to use new products created to replace critical war materials and how to create styles interchangeable for war work and social life will be considered in a streamlined program. Shop management and retailing ideas also will be given consideration. The usual exhibition will be held in connection with the convention.

## **Trade Jottings**

Lamont, Corliss & Co., distributors of Pond's beauty items, has a new aid for dealers with inexperienced sales personnel. It is a booklet, "Pond's Famous Aids to Beauty," which in six pages describes the firm's products and their correct uses. Copies of the booklet may be obtained from the company or from a Pond's field representative.

Kathleen Mary Quinlan announces the annual sale of Strawberry Cream Mask between February 20 and March 6. During the two weeks' period the \$2.50 size may be purchased for \$1.

Lentheric, Inc., in the Wonderful shade additions to its Soft-Focus make-up line includes face powder in five fragrances, the face powder pact in the Tweed fragrance only, compact dry rouge, creme rouge, boudoir dry rouge and lipstick. Three items—face powder pact scented with Tweed, lipstick and creme rouge—are ensembled in a Wonderful make-up set.

Primrose House announces two new beauty services at its salon in New York, N. Y., both given by Miss Natalie

Gibbs who joined the staff recently. One is the dyeing or application of artificial eyelashes called Beauti-Lashes and the other is the application of artificial fingernails, Beauti-Nails, to broken, bitten or injured fingernails.

Mona Manet, New York, N. Y., has created the make-up for the women members of the cast for the coming Ziegfeld Follies. She calls it Duration make-up. It gives a pink-and-white appearance and results in a feminine and lasting effect which Miss Manet recommends for the duration. Rouge and lipstick in Duration make-up are called Manet Pink, a new orchid-pink shade. Joseph, hair stylist for the Mona Manet salon, has designed the Follies Swirl hair-do for the cast.

Alfred D. McKelvy Co., distributors of Seaforth items for men, ties birch-bark tags with Valentine greetings onto its pottery jugs for Valentine giving.

Helena Rubinstein sees the Girl of 1943 as one who uses subtle make-up, knows that a beautiful complexion begins with regular skin care, prefers short coiffures, wears short fingernails which are tinted with natural nail polish and adopts a routine of quick, sensible, home beauty care to replace visits to the beauty parlor. She predicts that the girl of 1943 will spend an average of 20 minutes daily on beauty care.

Michel Cosmetics, Inc., in an extensive advertising campaign, are promoting their lipstick, rouge, face powder and eye cosmetic in Latin America. Four-color magazine insertions are being used. The radio programs, transcribed in New York, feature Miss Georgette Michel as the guest singer on a 15-minute show "Romance and Melody." Patriotic music tying in with the program of the Coordinator of Inter-American Affairs is included and slogans on Western Hemisphere solidarity appear in most of the advertisements. Irwin Vladimir & Co., Inc., handles the account.

Jergens is offering a combination of a 50-cent jar of face cream with every purchase of a dollar size of Jergens lotion. The firm in its promotion to dealers points out why the offer is right for war time selling and stresses the utilitarian value of the two products to war workers and the saving of selling time.

Elmo Sales Corp., currently is conducting its annual promotion of its Special Formula cream which is available for a limited time at half price. The promotion began January 29 and due to raw material restrictions retailers were allowed only the same number of jars they sold during the special sale in 1942.

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Basic Perfume Materials  
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DURING the past year we have greatly expanded our research facilities and for the coming year we plan a further extension to continue our development of interesting perfume products.

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**Products Corporation**

L. J. Zollinger, President

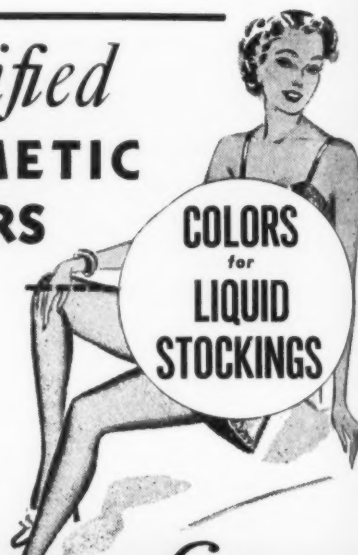
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## Materials, Manpower Cloud Future

THE downward trend in prices, that has characterized the essential oil market for the past six or eight months, flattened out during January as few price adjustments were noted and such changes were confined within more narrow limits. Chemicals, drugs and sundries were steady throughout the period.

Reports concerning business were highly mixed but on the whole the first month of the new year proved quite satisfactory, considering the many restrictions and regulations in force and the increasing difficulty encountered in obtaining a long list of basic materials necessary to complete the manufacture of finished products.

### SOAPERS DISCUSS PROBLEMS

Soapers met in Washington to discuss many of their problems, and federal agencies are continuing to keep an eye on production, prices and distribution of such vital materials as glycerine, alcohol, benzol, phenol and chlorine.

Aromatic chemical manufacturers and essential oil dealers showed much interest in tentative price schedules prepared by OPA to govern sales of coumarin, ethyl vanillin and vanillin. The proposed schedules met with little opposition, and Office of Price Administration officials intimated that official promulgation of dollars and cents price ceilings might be expected within a month.

The restricted demand for various oils and chemicals for perfumer and cosmetic manufacturers did not create any concern among prominent sellers in the market inasmuch as January is normally a quiet month following the holiday demands.

Some of the cheaper oils suitable for use in fly sprays were in demand.

Various seed and spice oils used in meat flavoring compounds were fairly active, and good sales were reported for the account of certain divisions of the food industry. Terpeneless oils were enjoying a very satisfactory demand in many quarters.

### SYNTHETICS AID ARMY SOAP DEMAND

With production quotas for civilian uses down to what Washington officials consider the essential minimum, and with operations nevertheless close to capacity, the soap industry need fear little disturbance, barring an unexpected decline in raw material imports, it was pointed out. While edible fats and oils have been excluded as raw materials for soap by the recent revision of M-71, inedible fats and oils, plus some supplies of high lauric acid oils not affected by that revision, probably will be sufficient to support the industry's production of both soap and glycerine.

Synthetic detergents are going a long way in relieving the demands for soap in the armed forces, it was learned here. These detergents derived from petroleum distillates and fatty alcohols are being developed rapidly. Price has been the only drawback but it is generally believed that, as production is increased, the cost of producing these articles will be reduced sufficiently to place them on a more competitive basis.

In placing orange oil on List 111 of the import control order M-63, the War Production Board explained that manufacturing consumers should find good supplies of domestic oil available should imports drop off as the result of import control or a further shrinkage in available steamer space.

While developments in several materials produced in Madagascar and

the Reunion Islands suggested that shipments through British sources may appear eventually in this market, there were reports of several losses of cargo as the result of sinkings.

### BOURBON VANILLA MISSING

A shipment of more than 25 tons of Bourbon vanilla beans was expected to arrive here from Great Britain. Although no official notice was received that the goods actually had been shipped, the beans, according to information from Washington, should have arrived during the first week in January. In view of reported losses of other cargo from Great Britain, some in the trade are beginning to wonder if the beans will ever arrive.

Natives in Mexico are reported to be buying green Mexican vanilla beans. Usually American interests buy the green beans and cure them, but the prices being paid for the new crop are entirely too close to present ceiling prices covering sale of vanilla in this market. The Mexican crop will be about the same in size as it was last year, or approximately 200,000 pounds. Tahiti beans have been arriving here regularly and, in view of small spot stocks, most of these beans are finding ready buyers.

Generally, the future is regarded as highly clouded because there remains the possibility of a further tightening in the supply of basic materials and a greater shortage of manpower, which is likely to be reflected in a great many basic industries. Chemical producers sounded a warning last month indicating that the production and distribution of several basic products may be affected seriously in the months ahead unless a shrinkage in manpower is definitely checked.

Small lots of natural menthol were being sold here at \$16 per pound. These parcels (ten or twenty pound lots) were meeting with a ready demand in the absence of case lots.

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# PRICES IN THE NEW YORK MARKET

[Quotations on these pages are those made by local dealers, but are subject to revision without notice]

## ESSENTIAL OILS

Almond Bit, per lb.	4.00@	4.75
S. P. A.	4.75@	5.10
Sweet True	2.00@	2.50
Apricot Kernel	.40@	.45
Amber, rectified	1.35	Nom'l
Angelica Root	125.00@	150.00
Anise, U. S. P.	2.85@	3.25
Imitation	2.00@	2.10
Aspic (spike) Span.	4.00@	4.80
Avocado	.90@	.95
Bay	2.00@	2.50
Bergamot	20.00@	25.00
Brazilian	10.00@	
Artificial	4.00@	9.25
Birch, sweet	2.40@	4.25
Birchar, crude	2.25	Nom'l
Birchar, rectified	4.25	Nom'l
Bois de Rose	4.65@	5.00
Cade, U. S. P.	1.25@	1.35
Cajeput	2.00@	2.75
Calamus	22.50@	35.00
Camphor, "white," dom.	.30@	.35
Cananga, Java native	15.00@	15.75
Rectified	17.00@	17.75
Caraway	16.00@	17.50
Cardamon	30.00@	35.00
Cassia, rectified, U. S. P.	11.00@	11.50
Cedar leaf	.90@	1.10
U. S. P.	1.20@	1.25
Cedar wood	.65@	.80
Celery	24.50@	26.00
Chamomile	150.00	Nom'l
Cinnamon	10.50@	32.00
Citronella, Ceylon	1.25@	1.35
Java	2.25@	3.00
Cloves, Zanzibar	1.75@	2.50
Copaiba	.80@	.85
Coriander	30.00@	35.00
Imitation	8.00@	14.00
Croton	3.00@	3.75
Cubebs	4.75@	5.25
Cumin	8.50@	10.00
Dillseed	8.00@	8.50
Erigeron	2.15@	2.50
Eucalyptus	1.00@	1.16
Fennel, sweet	3.50@	4.25
Geranium, Rose, Algerian	15.75@	16.00
Bourbon	15.00@	18.00
Turkish	5.00@	5.75
Ginger	20.00@	22.00
Guaiac (Wood)	5.00@	6.10
Hemlock	1.20@	1.35
Substitute	.55@	.60
Juniper Berries	12.00@	18.00
Juniper Wood, imitation	.75@	.80
Laurel	5.00	Nom'l
Lavandin	7.10@	8.00
Lavender, French	10.00@	12.00
Lemon, Calif.	3.25@	
Lemongrass	1.50@	1.85
Limes, distilled	7.00@	8.00
Expressed	11.25@	12.00
Linole	3.75@	4.10
Lovage	95.00	Nom'l
Marjoram	5.50@	7.00
Neroli, Bigarde, P.	340.00	Nom'l
Petale, extra	325.00	Nom'l
Olibanum	5.00@	5.75
Opopanax	33.00	Nom'l
Orange, bitter	5.60@	6.00
Brazilian	1.45@	1.85
Calif. exp.	1.75@	2.25
Orris Root, abs. (oz.)	135.00@	
Artificial	36.00@	40.00
Pennyroyal, Amer.	2.65@	2.80
European	2.50@	3.00
Peppermint, natural	5.45@	5.60
Redistilled	5.80@	5.90
Petitgrain	1.90@	2.25
Pimento	4.00@	7.75

Pinus Sylvestris	4.25@	5.00
Pumillonis	4.25@	4.80
Rose, Bulgaria (oz.)	25.00@	32.00
Synthetic, lb.	45.00@	55.00
Rosemary, Spanish	1.75@	3.00
Sage	8.25@	9.00
Sage, Clary	45.00	Nom'l
Sandalwood, East India	6.00@	6.75
Sassafras, natural	2.00@	2.15
Artificial	2.00@	2.25
Snake root	10.00@	12.75
Spearmint	3.25@	3.50
Thyme, red	2.60@	3.25
White	3.25@	5.00
Valerian	30.00	Nom'l
Vetivert, Java	27.00@	32.00
Wintergreen	5.25@	8.50
Wormseed	2.75	3.10
Ylang Ylang, Manila	38.00	Nom'l

## TERPENELESS OILS

Bay	2.75@	3.00
Bergamot	49.00	Nom'l
Grapefruit	65.00@	
Lavender	28.00	Nom'l
Lemon	40.00@	55.00
Lime, ex.	100.00@	150.00
Distilled	50.00@	67.00
Orange, sweet	100.00@	155.00
Peppermint	10.00@	14.00
Petitgrain	3.50@	4.00
Spearmint	5.00@	6.00

## DERIVATIVES AND CHEMICALS

Acetaldehyde 50%	1.90@	2.75
Acetophenone	1.90@	2.00
Alcohol C 8	7.50@	10.00
C 9	14.00@	18.00
C 10	7.75@	12.00
C 11	11.50@	15.00
C 12	7.20@	8.50
Aldehyde C 8	22.50@	28.00
C 9	30.00@	32.00
C 10	24.00@	25.50
C 11	22.00@	26.00
C 12	30.00@	35.00
C 14 (so called)	6.00@	7.25
C 16 (so called)	8.25@	9.00
Amyl Acetate	.50@	.75
Amyl Butyrate	.90@	1.10
Amyl Cinnamate	4.50@	5.80
Amyl Cinnamate Aldehyde	2.75@	5.00
Amyl Formate	1.00@	1.75
Amyl Phenyl Acetate	3.75@	4.00
Amyl Salicylate	.80@	.93
Amyl Valerate	2.00@	2.75
Anethol	3.00@	3.25
Anisic Aldehyde	3.75@	4.00
Benzophenone	1.15@	1.30
Benzyl Acetate	.70@	1.00
Benzyl Alcohol	.90@	1.50
Benzyl Benzoate	1.10@	1.65
Benzyl Butyrate	3.25	Nom'l
Benzyl Cinnamate	6.00@	
Benzyl Formate	3.75	Nom'l
Benzyl Iso-eugenol	10.25@	11.25
Benzylidenacetone	2.25@	3.40
Borneol	1.80	Nom'l
Bornyl Acetate	2.00	Nom'l
Bromstrol	5.00	Nom'l
Butyl Acetate	.11@	.14 1/2
Cinnamic Acid	3.75@	4.50
Cinnamic Alcohol	4.00@	5.85
Cinnamic Aldehyde	1.65@	1.75
Cinnamyl Acetate	10.40	Nom'l
Cinnamyl Butyrate	12.00@	14.00
Cinnamyl Formate	10.00@	13.00
Citral, C. P.	4.00@	4.85
Citronellol	6.50@	6.85
Citronellyl Acetate	4.00	Nom'l
Coumarin	3.00@	3.50

Cuminic Aldehyde	8.00@	11.25
Diethylphthalate	.24@	.33
Dimethyl Anthranilate	4.55@	5.00
Ethyl Acetate	.25@	.50
Ethyl Anthranilate	5.75@	7.50
Ethyl Benzoate	.90@	1.15
Ethyl Butyrate	.75@	.90
Ethyl Cinnamate	3.60@	4.50
Ethyl Formate	.60@	1.00
Ethyl Propionate	.80	Nom'l
Ethyl Salicylate	.90@	1.00
Ethyl Vanillin	6.50@	6.75
Eucalyptol	2.40@	2.75
Eugenol	3.00@	3.50
Geraniol, dom.	4.00@	5.25
Geranyl Acetate	3.50@	4.00
Geranyl Butyrate	4.00@	5.75
Geranyl Formate	4.25@	6.25
Heliotropin, dom.	5.70@	7.00
Hydrotopic Aldehyde	15.00@	18.00
Hydroxycitronellal	7.75@	10.00
Indol, C. P.	27.00	32.00
Iso-borneol	1.10@	2.00
Iso-butyl Acetate	1.25@	2.00
Iso-butyl Benzoate	2.75@	3.00
Iso-butyl Salicylate	2.70	Nom'l
Iso-eugenol	4.00@	4.85
Iso-safrol	3.00	Nom'l
Linalool	7.25@	8.00
Linalyl Acetate 90%	7.50@	10.00
Linalyl Anthranilate	15.00	
Linalyl Benzoate	10.50	
Linalyl Formate	9.00@	12.00
Menthol, Japan	14.50@	16.00
Chinese	14.50@	16.00
Synthetic	15.00	
Methyl Acetophenone	1.60@	2.00
Methyl Anthranilate	2.50@	2.80
Methyl Benzoate	.70@	1.10
Methyl Cellulose, f.o.b. ship-		
ping point	.60	Nom'l
Methyl Cinnamate	3.50@	4.00
Methyl Eugenol	3.50@	6.75
Methyl Heptenone	3.25@	
Methyl Heptene Carbonate	45.00	Nom'l
Methyl Iso-eugenol	5.85@	10.00
Methyl Octene Carbonate	24.00@	30.00
Methyl Paracresol	2.50	Nom'l
Methyl Phenylacetate	3.50@	4.00
Methyl Salicylate	.35@	.38
Musk Ambrette	6.00@	9.50
Ketone	6.00@	10.50
Xylene	1.75@	2.50
Neroline (ethyl ether)	2.00@	3.15
Paracresol Acetate	2.50	Nom'l
Paracresol Methyl Ether	2.60@	3.50
Paracresol Phenyl-acetate	6.50@	8.50
Phenylacetaldehyde 50%	3.00@	3.75
100%	4.50@	5.00
Phenylacetic Acid	3.25@	3.70
Phenylethyl Acetate	3.00@	5.00
Phenylethyl Alcohol	2.50@	3.00
Phenylethyl Anthranilate	16.00@	
Phenylethyl Butyrate	6.50@	10.00
Phenylethyl Propionate	5.00@	6.50
Phenyl Formate	12.50@	18.00
Phenyl Valerianate	16.00@	17.50
Phenylpropyl Acet.	10.00	Nom'l
Santalyl Acetate	20.00@	22.50
Skatol, C. P. (oz.)	5.35@	6.00
Styralyl Acetate	2.50@	3.00
Styralyl Alcohol	9.25@	12.00
Terpineol, C. P.	.50@	.75
Terpinyl Acetate	.90@	1.00
Thymene	.45@	
Thymol	2.25@	5.25
Vanillin (clove oil)	2.60	Nom'l
guaiacal	2.35	Nom'l
Lignin	2.35	Nom'l
Vetivert Acetate	25.00	Nom'l

(Continued on p. 87)



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pure...guaranteed always the same.

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(Continued from p. 85)

Violet Ketone Alpha	18.00	Nom'l
Beta	15.00	Nom'l
Methyl	6.50	Nom'l
Yara Yara (methyl ester)	2.00@	2.50

#### BEANS

Angostura	2.50@	3.00
Tanka Beans, Surinam	.70@	.95
Vanilla Beans		
Mexican, whole	11.00@	
Mexican, cut	10.00@	
Bourbon, whole	10.00@	
South American	9.50@	10.00
Tahiti	5.75@	6.00

#### SUNDRIES AND DRUGS

Acetone	.08 1/2@	.09
Almond meal	.25@	.27
Ambergris, ounce	17.00@	20.00
Balsam, Copaiba	.46@	.54
Peru	1.35@	1.50
Beeswax, bleached, pure		
U. S. P.	.57@	.63
Yellow, refined	.52 1/2@	.60 1/2
Bismuth, sub-nitrate	1.20@	1.22
Boxar, crystals, carlot ton	55.50@	58.00
Boric Acid, U. S. P., cwt.	6.95@	7.55
Calamine	.18@	.20
Calcium, phosphate	.08@	.08 3/4
Phosphate, tri-basic	.09@	.10
Camphor, domestic	.68@	.83
Castoreum	13.00@	26.00
Cetyl Alcohol	1.75	Nom'l
Pure	2.25	Nom'l
Chalk, precip.	.03 1/2@	.06 1/2
Cherry Laurel Water, carboy	5.75@	6.25

Citric Acid	.21	Nom'l
Civet, ounce	28.00@	49.00
Clay, Colloidal	.07@	.15
Cocoa Butter, lump	.25 1/2@	.27
Cyclohexanol (Hexalin)	.30@	.50
Fuller's Earth, ton	15.00@	33.00
Glycerine, C. P., drums	.18 1/4@	.18 3/4
Gum Arabic, white	.42@	.45
Amber	.15@	.16
Gum Benzoin, Siam	4.00@	4.25
Sumatra	.50@	
Gum Galbanum	1.80@	2.00
Gum Myrrh	.60@	.65
Henna, pwd.	.30@	.35
Kaolin	.05@	.07
Labdanum	3.25@	5.00
Lanolin, hydrous	.35@	.36
Anhydrous	.36@	.37
Magnesium, carbonate	.09@	.10 3/4
Stearate	.24@	.27
Musk, ounce	45.00@	50.00
Olibanum, tears	.25@	.30
Siftings	.09@	.13
Orange Flower Water, gal.	2.00@	2.50
Orris Root, African, pwd.	1.50@	1.55
Paraffin	.06 1/4@	.09
Peroxide	1.10@	1.75
Petrolatum, white	.06 1/4@	.08 1/2
Quince Seed	1.75@	1.90
Rice Starch	.09@	.10
Rose Leaves, red	5.45@	5.75
Rose Water, gal.	6.50@	8.00
Rosin M. per cwt.	4.28@	
Salicylic Acid	.35@	.40
Saponin	3.00@	3.25
Silicate, 40°, drums, works,		
100 pounds	.80@	1.20

Soap, neutral, white	.20@	.25
Sodium Carb.		
58% light, 100 pounds	1.35@	2.35
Hydroxide, 76% solid, 100 pounds	2.60@	3.75
Spermaceti	.29@	.31
Stearate Zinc	.30@	.31
Styrax	1.85@	2.25
Tartaric Acid	.64	Nom'l
Tragacanth, No. 1	3.90@	4.20
Triethanolamine	.34 1/2	Nom'l
Violet Flowers	1.75@	2.00
Zinc Oxide, U. S. P. bbls.	.10 1/2@	.10 3/4

#### OILS AND FATS

Castor No. 1, tanks	.13@	
Cocoonut, Manila Grade, c.i.f., tanks	.0935@	
Corn, crude, Midwest, mill, tanks	.12 3/4@	
Corn Oil, distilled, bbls.	.15 1/2	Nom'l
Cotton, crude, Southeast, tanks	.12 3/4@	
Grease, white	.08 3/4@	
Lard	.1380@	
Lard Oil, common, No. 1 bbls.	.14@	
Palm, Niger, drums	.08 1/4@	
Peanut, refined, barrels	.17	Nom'l
Red Oil, distilled, tanks	.11 1/2@	
Stearic Acid		
Triple Pressed	.17@	.18
Double Pressed	.14@	.15
Tallow, acidless, barrels	.14 1/4@	
Tallow, N. Y. C., extra	.08 3/4@	
Whale Oil, refined	.1070@	

### Production of shaving cream in collapsible tubes not curtailed

Manufacturers are directed to curtail the use of tin in toothpaste and shaving cream tubes, but the number of such tubes which can be made from less critical materials will not be affected under the terms of Conservation Order M-115, as amended. The purpose is to save additional supplies of tin for war materials.

The order provides the following:

1. Effective immediately, the use of tin in the manufacture of shaving cream tubes is prohibited. However, manufacturers may use up the shaving cream tube blanks containing up to 1.5 per cent tin which they had in their inventory on January 13, 1943. The use of tin for shaving cream tubes was restricted to 1.5 per cent of the weight of the tube by the order as previously issued.

2. Beginning April 1, 1943, the tin content in toothpaste tubes is to be reduced to 3 per cent of the weight of the tube. At present, the use of tin in such tubes is fixed at not more than 5 per cent of the weight of the tube.

3. During 1943, manufacturers may not pack more than 75 per cent of the amount of toothpaste they packed in 1942 in tubes containing tin. Previously, their pack was restricted to 100 per cent of the amount packed in 1940. This change in the base period is not expected to have any effect on the supply of toothpaste in tubes.

4. Manufacture and use of all-tin

tubes used by druggists to fill authorized prescriptions by physicians, dentists, or veterinarians is prohibited. However, druggists are permitted to use up any such tubes they have on hand.

The fact that the amount of tin in shaving cream and toothpaste tubes is reduced does not mean that production of such products in collapsible tubes is being curtailed. Hereafter, such tubes will be largely of lead.

### Le Sonier, Inc., moves sales office from Boston to New York

Le Sonier, Inc., manufacturers of powder and soap mitts, perfumes, and toilet goods has moved its sales and advertising offices from 99 Bedford Street, Boston, Mass., to 347 Fifth Ave., New York, N. Y. The company was established in its new offices Feb. 1.

### Obituaries

#### Charles E. Ising

Charles E. Ising, founder and active head of the C. E. Ising Corp., Flushing, N. Y., died January 26, following a heart attack, at the age of 62 years. He was born near Cologne and came to the United States when he was 24 years of age. He became naturalized and later founded the C. E. Ising Co. which was incorporated in 1918. Under his skilled direction the business thrived and he became interested in the extraction of oils from American grown aromatics. This led him to establish a laboratory adjacent to the rose fields

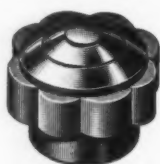
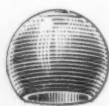
near San Jacinto, Calif. He also carried on research in citrus oils at Riverside, Calif. Mr. Ising was well known and highly respected throughout the essential oil and its allied industries.

#### Harold W. Thorn

Harold W. Thorn, president and general manager of the A. P. Babcock Co., Rutherford, N. J., died January 20 following a heart attack. He had been with the concern since 1907 when he joined the late A. P. Babcock. He served as secretary of the company until February 1, 1933, when he was elected president and general manager. Associated with him in the concern were H. Henry Bertram, formerly president of the Associated Manufacturers of Toilet Articles, and Miss Irma T. Kramer, secretary. Mr. Thorn is survived by his widow and a son.

#### Robert Yardley

Robert Yardley, a director of Yardley & Co., Ltd., London, England, and last member of the family connected with the firm, died the last week in January, according to word received in the New York, N. Y., office. Mr. Yardley, who was a direct descendant of the founder of the cosmetics house as well as a descendant of the first governor of Virginia, Sir Charles Yardley, when the state was a crown colony, did not take an active part in the details of the cosmetic business although he had been a director since 1889. He was a barber by profession.



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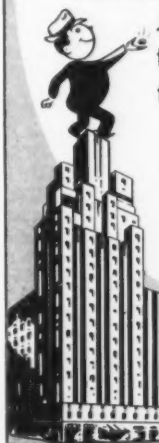
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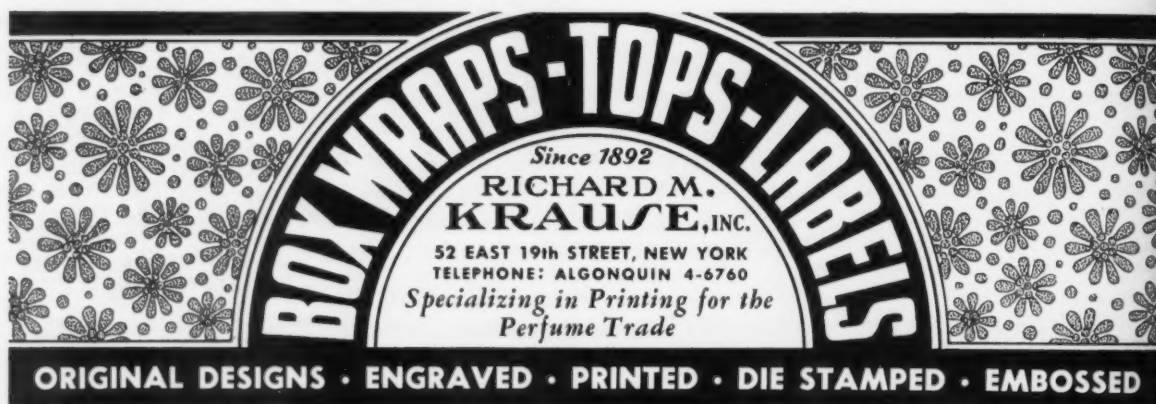
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